

We re-zing ...

...sting

...wing

...sling

...and sing

**STAR  
WARS**

**LITTLE HOUSE  
ON THE PRAIRIE**

**"IN SEARCH  
OF..." MOVIES**

**PHYSICAL  
FITNESS**

**THE CARTER  
FOLLIES**

No.  
197  
March  
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33230

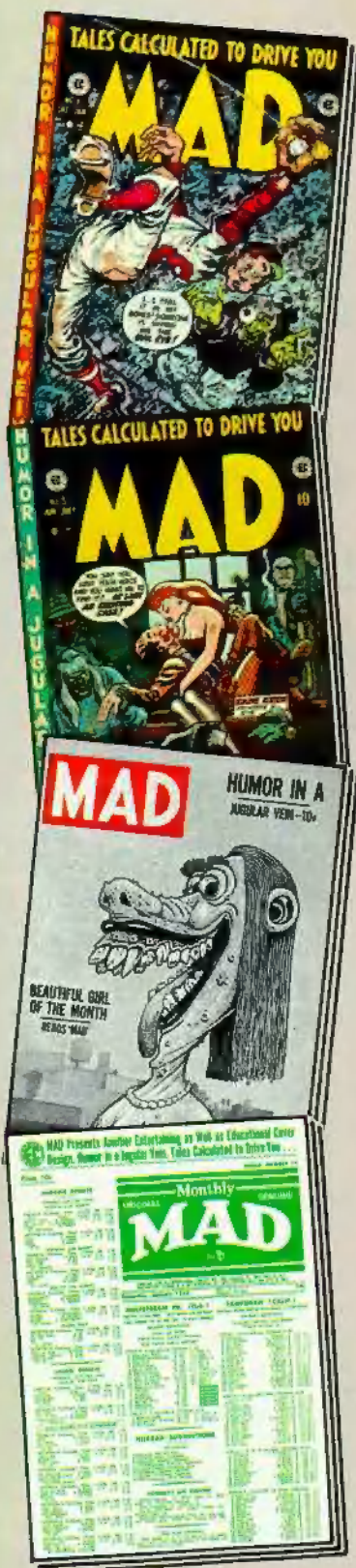
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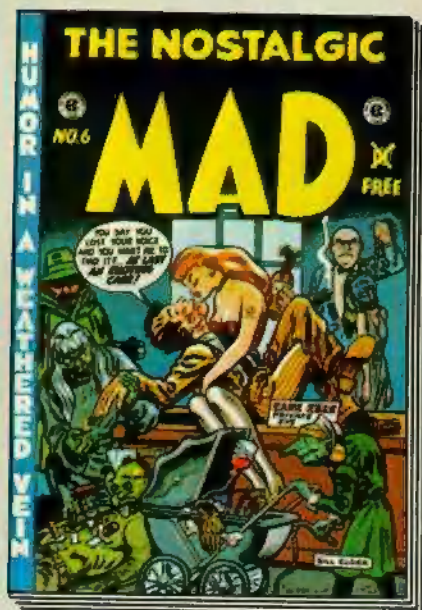
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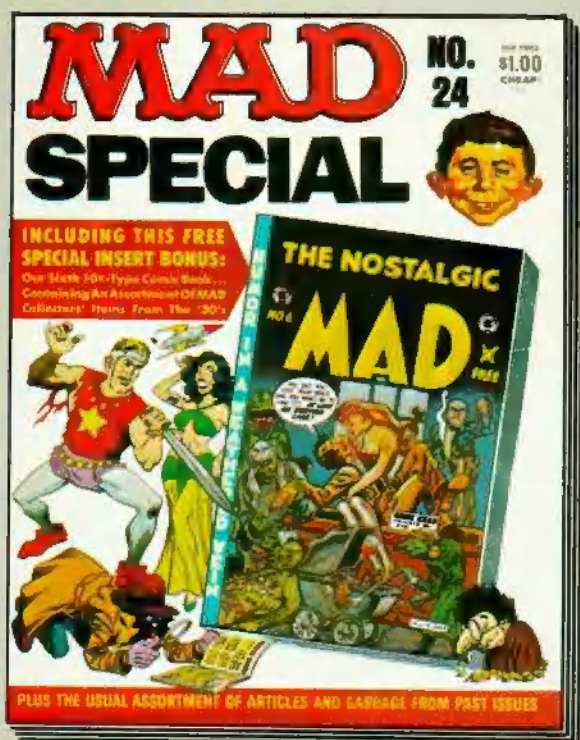
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JACK ALBERT *lawsuits*

GLORIA ORLANDO, CELIA MORELLI,

DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

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## LETTERS DEPT.



### BLIMP SUNDAY & AIRPLOT '77

"Blimp Sunday" was full of hot air  
(movie wise) but MAD's version was a  
gasser!

Richard W. Lutz  
San German,  
Puerto Rico

I really enjoyed your "take-off" on  
"Airport '77"!

Jim La Ruffa  
Margate, Fla.

To quote writer Dick De Bartolo,  
"sixty extra people selling franks and  
beer!" at the Superbowl game in his  
"Blimp Sunday." In the Orange Bowl  
setting, Dick won't find *any* beer, just  
watered-down cokes. Our Mayor and City  
Commission don't have the guts to give  
the fans a break today and serve some tall  
cool ones. Thirsty Miami MAD readers  
have nicknamed them "The Sober Jerks"!  
Keith D. Smith, Jr.  
Miami, Fla.

Drucker's and De Bartolo's portrayal of  
"Blimp Sunday" and Airplot '77" was a  
double feature in "aeronautical" disasters!  
Andy Hanas  
Baltimore, Md.

The motion picture industry is prob-  
ably too afraid of the combined talents of  
De Bartolo and Drucker to date make  
"Airport '78"!

Jim Benson  
San Diego, Calif.

Drucker and De Bartolo made the best  
thing imaginable out of the two corniest  
movies of all time, "Black Sunday" and  
"Airport '77"!

Bill Bilderback  
Oakhurst, Calif.

### DOWNTOWN LOURDES

I thought Don Martin's "One Afternoon  
In Downtown Lourdes" was as funny as  
a crutch.

Earl Johnson  
West Seneca, N.Y.

### MARGINALS GET AROUND

The works of Sergio Aragonés are in-  
disputable "paragones"! Each marginal is  
a mini-masterpiece of tragi-comedy  
Deirdre Suerth  
Geneva, Switzerland

### HANDICAPS IN OTHER FIELDS

As an aftermath to Larry Siegel's and  
Harry North's speculation in "Handicaps  
In Other Fields," I just read in the news-  
paper that Elton John gave a concert  
wearing a suit. Is this another case of  
MAD ESP?

Marc Goodstein  
Los Angeles, Calif.

# BLARNEY MILLER

Stan Hart should be charged with an 857 for his "Blarney Miller"; indecently exposing MAD readers to satirical assault causing mental harm!

David Opavsky  
Burlington, Ont., Canada

Angelo Torres drew a felon wearing a "Decriminalize Cyanide" teeshirt in "Blarney Miller." I have looked in many stores but I simply can't find one. I *must* have one!

B. Wayne Gelinas  
Belmont, Calif.

Stan Hart and Angelo Torres should be fingerprinted, booked and charged for committing the funniest satire in all the years they've been accomplices!

Pat Kelly  
Lakeland, Fla.

You accused "Barney Miller" of sexism. However, at one point you had a female character say, "I'm a helpless, weak woman!" *That* sounds pretty sexist to me.

Ralph DeFessa  
Philadelphia, Pa.

## DECISION-MAKING DART BOARDS

"Dart-Boards" was right to the point!  
Michelle Donner  
Hartsdale, N.Y.

## ADULT ADULATION

I stopped reading MAD when I passed my 18th birthday and started reading Time and Newsweek. Recently, I purchased MAD's December '77 issue and found it hilarious. MAD is not only for kids. You have a new adult fan!

William D. Nueske  
Phoenix, Arizona

## A FAIRY TALE

I'll bet Don Martin anything that she lost her slipper on her left foot and it fitted the man on his right foot.

Colin Lloyd  
Langley, Canada

## DOWN UNDER RECOGNITION

MAD Magazine is not an ordinary "funny" magazine, in that although you laugh, the basic truths, political comment and social satire are serious and build up over the years into an interesting and useful supplement to ordinary history books.

Gavin McCordle  
Wellington,  
New Zealand

## ORIENT EXPRESSION

I am Japanese girl so it is very hard to understand all of MAD. I enjoy A MAD Movie Satire all the time. I spend to read it for two days. As I am reading MAD, my face gets grinning. Can you understand my poor English? I hope so!

Eriko Yatabe  
Tokyo, Japan

Your English is better than most of our Inter-Office memos!—Ed.

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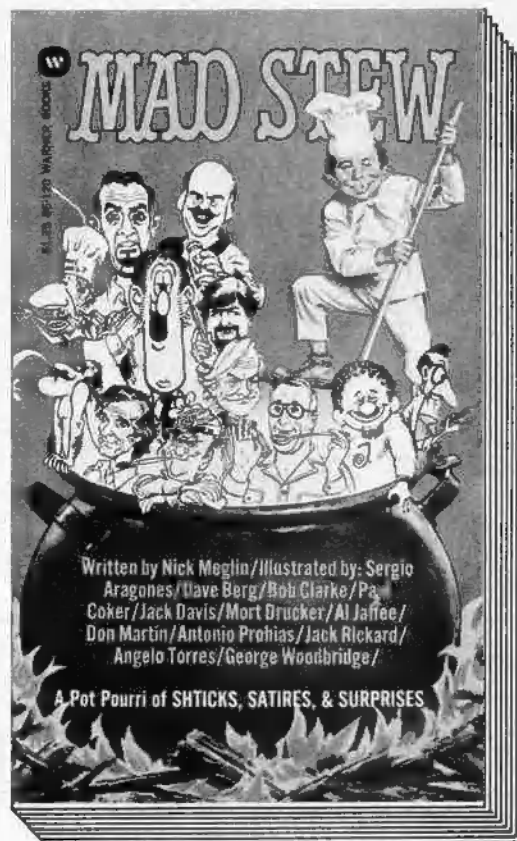
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# BIG TIME OPERETTA DEPT.

A while back, when Richard Nixon was President, we ran a Musical called "The White House Follies of 1972." Shortly thereafter, Spiro Agnew was dumped, 'Watergate' became a household word, and Mr. Nixon resigned. Small wonder that we've been swamped with letters from Washington begging us not to do a Musical about Jimmy Carter. But MAD prides itself on being non-partisan. So here's

# THE WHITE HOUSE FOLLIES OF 1977

ARTIST: MORT DRUCKER WRITER: FRANK JACOBS

\*So here's to you,  
Mr. President—  
Glad you're here to  
save the U.S.A.!  
Hey, hey, hey!  
Please pull us through,  
Mr. President—  
Tell us how to  
sacrifice for you,  
Ros'lynn, too—  
Woo, woo woo!

You've gone and  
set a penalty on  
cars that guzzle gas;  
Those Caddies and  
Mark IV's you  
rid-i-cule;  
And if your plan for  
taxing them should  
somehow fail to pass,  
We'll gladly trade them  
in and ride a mule!



\* Sung to the tune of "Mrs. Robinson"

The newspapers call me  
"The People's President!"

Is that because you're  
all things to all people?

No, it's because  
I'm all **PRESIDENTS**  
to all people . . . as  
we'll explain in the  
following number . . .



\*I love the  
sunshine of  
your smile!

I love your  
simple folksy  
style!

I think your  
drawl is  
fas-cin-a-ting!

And what's more,  
your hair is  
cap-ti-va-ting!

I picked it  
up from  
Eis-en-how-er!

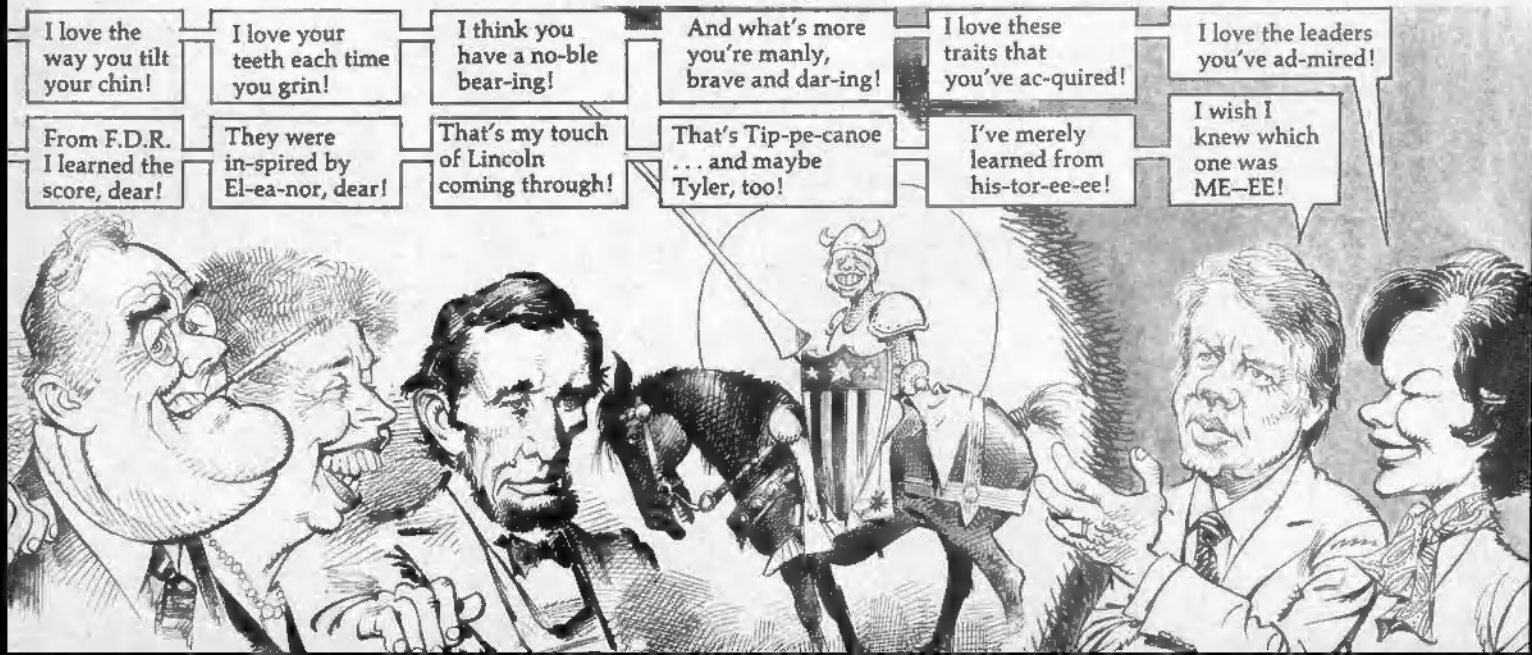
I studied  
Truman by  
the hour!

That comes  
from hear-ing  
L. B. J.!

It's wavy brown  
—straight from  
J. F. K.!



\* Sung to tune of "You Are The Sunshine Of My Life"





I want to be a  
visible president  
so people can see  
that Southerners  
are NOT a bunch of  
loud-mouth, beer-  
drinking rednecks!

Your brother  
Billy is here.  
to see you ...

So much  
for THAT  
idea!



Jimmy, when  
do Ah get a  
chance t'  
sing a song  
in this hyar  
Musical?

Do you  
know "Take  
Me Home,  
Country  
Roads" ... ?

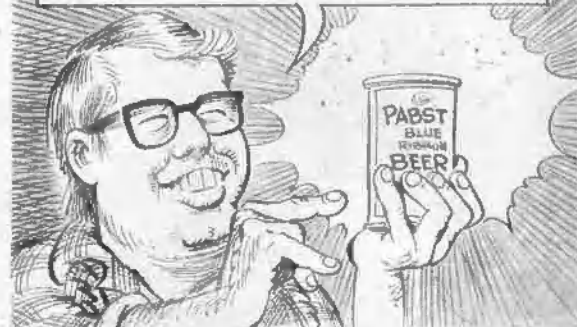
Shor do!  
Want me t'  
sing it?!

No ...  
DO IT!!



Shucks, Jimmy ... if'n ya'd let me stick  
around, Ah could he'p ya a whole heap ...

\*Ah'm from down home, where folks agree—  
Thetcha need me here in Wash-ing-ton, D.C.  
Ah'd he'p you out and mosey down  
to Congress fur a day—  
Ah'd pass around a case of beer ...  
an' this is whut Ah'd say—  
THIS ... IS ... WHUT ... AH'D ... SAY—



"Try a Pabst Blue Ribbon—  
"You'll feel good, you'll see,  
"Lak a pos-sum feels  
"Hangin' from a tree!  
"Just try a Pabst Blue Ribbon—  
"After two ... or ... three,  
"You'll vote fur thet bill  
"Ya wanted to kill  
"An' Jimmy's friend you'll be!  
"So try a Pabst Blue Ribbon  
"An' feel good ... lak ... me!"

Soon as Ah'm done  
With Congress, then—  
Ah will drive mah pick-up truck to the U.N.  
Ah'll tell them fancy fur-rin-ers,  
"Don't mind thet Andy Young,  
"Cause Ah'm your new Am-bass-a-dor—  
"Now see whut Ah have brung ...  
"SEE ... WHUT ...  
"AH ...  
"HAVE ...  
"BRUNG ...

"Try a Pabst Blue Ribbon—  
"You'll feel good, you'll see,  
"Lak a coon dog feels  
"Scratchin' fur a flea!  
"Just try a Pabst Blue Ribbon—  
"After two ... or ... three—  
"You'll suddenly find  
"Ya really don't mind  
"Our Mid-East pol-i-cy!  
"So try a Pabst Blue Ribbon  
"An' feel good ... lak ... me!"



\* Sung to the tune of "Tie A Yellow Ribbon 'Round The Ol' Oak Tree"

Mr. President, we've  
come to tell you it's  
time you stopped  
trying to run the  
country by yourself!

You all look vaguely  
familiar ... but I  
can't quite place  
you! Could you jog  
my memory a bit?

\*You ... can't ... re-call ... our faces,  
But we think you soon will, because—  
We've got a song  
that's designed to help  
you place us ...  
We're from Cong-ress ...  
And ... WE WRITE THE LAWS!!

We write the laws  
that you in-it-i-ate!  
We write the laws  
that take six months of de-ba-ate!  
We write the laws  
then find they're out-of-date!  
We write the laws! We write the laws!



\* Sung to the tune of "I Write The Songs"



We write the laws  
that raise our sal-a-ries  
We write the laws  
that give us trips o-ver-se-ees!  
We write the laws  
most any way we please!  
We write the laws! We write the laws!

We write the laws  
that you're disturbed a-bout  
We write the laws  
that make you throw fits and sho-ut!  
We write the laws  
the courts will soon throw out!  
We write the laws! We write the laws!

We're  
from  
Congress  
... and  
**WE WRITE  
THE  
LAWS!!**

You felias have it wrong!  
I'm the **People's President**  
... and I **DO** take advice!  
But I take it **MY WAY** ...



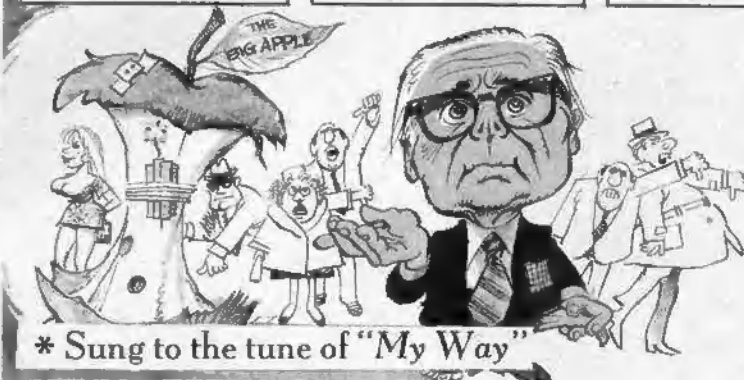
\*Each day ...  
It's up to me—  
I'm on my own—  
There's no committee!  
Right now ...  
I've got to see ...  
A-bout a loan  
To New York City!

I stand ...  
Out in the street ...  
To hear what folks  
Who wander by say!  
And if ...  
They shout "No loan!"  
Then that's what  
I say!

To-day ...  
I've got to find ...  
If now's the time  
For new tax-a-tion!  
I must ...  
Make up my mind ...  
And state if I'm  
For leg-is-la-tion!

I go ...  
To Amy's school ...  
To learn what kids  
Who scamper by say!  
And if ...  
They yell, "More tax!"  
Then that's what  
I say!

Tonight at nine—  
I'm on TV ...  
To take a stand  
On En-er-gy!  
And I'll seek out  
The cam'ra man,  
And pick his brains  
A-bout a plan!



Every word that he  
Confides in me  
**WILL BE WHAT  
I SAY!!!**

\* Sung to the tune of "My Way"

You've heard ...  
In Pan-a-ma ...  
That Uncle Sam  
Is no one's pal there  
You ask ...  
"Should we withdraw ...  
Or should we keep  
Our big canal there?"

I walk ...  
Along the Mall ...  
To hear what folks  
Who pass me by say!  
And if ...  
They say "Pull Out!"  
Then that's what  
I say!

In just a short while,  
The choice I've got—  
To cap my teeth ...  
Or maybe not!  
And should I find ...  
I'm full of doubt,  
I'll ring up God  
And check Him out!

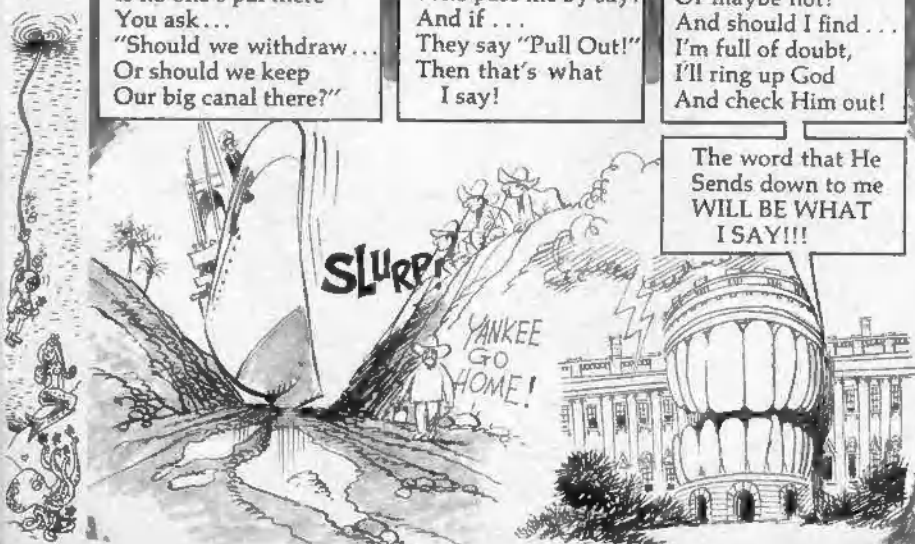
Have you seen Amy?  
I've looked every-  
where for her ...  
in the Robert E.  
Lee Room ... the  
Stonewall Jackson  
Room ... the Rhett  
Butler Room ...

She's in  
her tree  
house ...  
playing  
with her  
favorite  
companions!

Her little  
friends from  
school ... ?

No, her **BIG**  
friends from  
the Secret  
Service!

The word that He  
Sends down to me  
**WILL BE WHAT  
I SAY!!!**



\*Ev-ry... time  
Amy climbs a tree,  
On... some... branch  
We... will... be—  
Night... and... day,  
We're paid to stay  
Close to her!

When... she... goes  
For a skateboard ride,  
So... do... we  
Pet-ri-fied!  
Black... and... blue,  
We car-ry through  
Close to her!

On the days she goes to school,  
you'll find us in the class-room  
boning up on math and  
social studies, too!  
And we share a desk together,  
'cause we're told that we must  
stick to her like glu-e!

See... her... hand  
Raised up in the air—  
Soon... she'll... go  
You... know... where!  
So... will... we,  
'Cause we must be  
Close to her!



\* Sung to the tune of "Close To You"

Remember, dear,  
we're having the  
Ambassador from  
France to dinner  
tonight! It's  
formal, so dress  
accordingly...

I'll wear my  
**BLACK** Cardigan!

I'm serving an  
American wine!  
You think he'll  
be offended?

Just make sure  
it's **RED**! White  
wine is never  
served with grits!

Good Lord! What  
on earth was that?

It's probably  
Jerry Ford...  
falling up the  
stairs! He mis-  
ses the place,  
so I invited  
him over...

It's great, sitting behind this  
desk again... reminiscing...

I guess a President never forgets  
his days of awesome responsibility  
and vital policy-making decisions!

**OTHER**  
Presidents,  
maybe! My  
memories  
are more  
**PERSONAL!**



\*Mem'ries...  
Of me falling  
out of bed—  
Scars and  
bruises that  
remind me  
Of the days  
spent here!

Shattered  
pictures...  
Bearing imprints  
of my head—  
Backing into  
things behind me  
In the days  
spent here!

Slip-ping on the carpet  
in the hall again—  
Or the time I didn't  
see the door—  
Walk-ing through a room  
in-to a wall again—  
With my stumb-ling...  
fumb-ling...

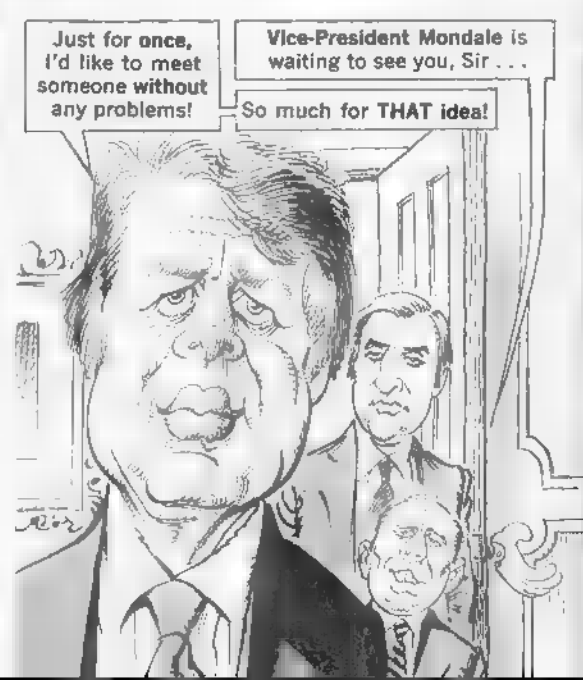
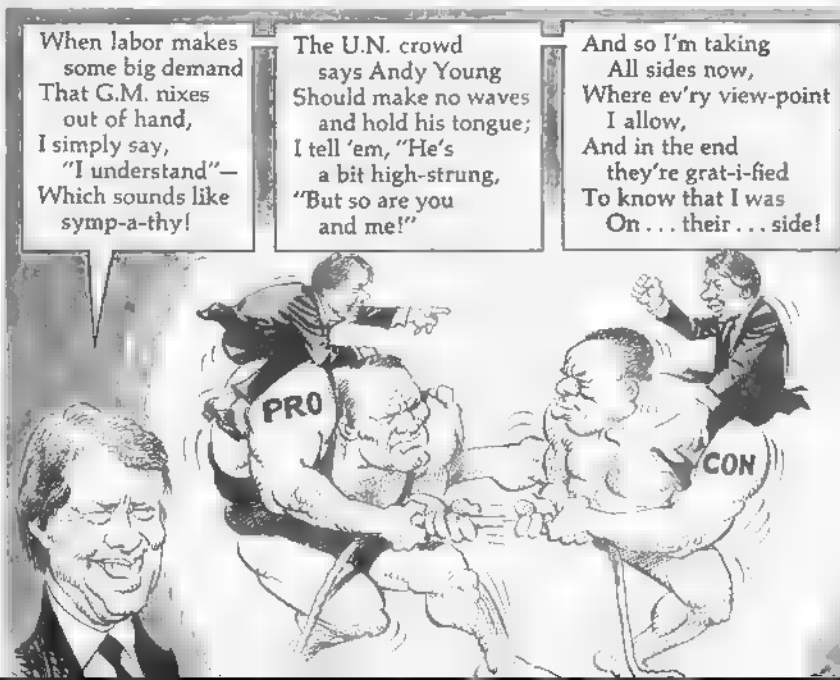
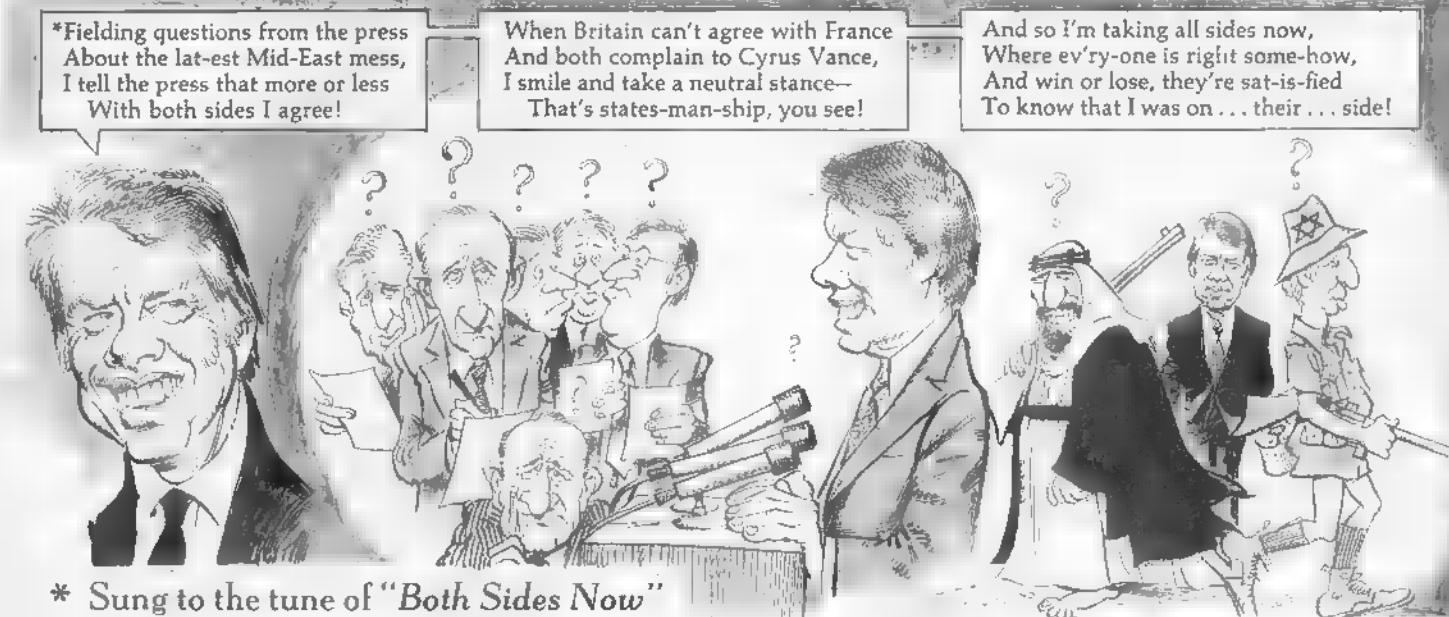
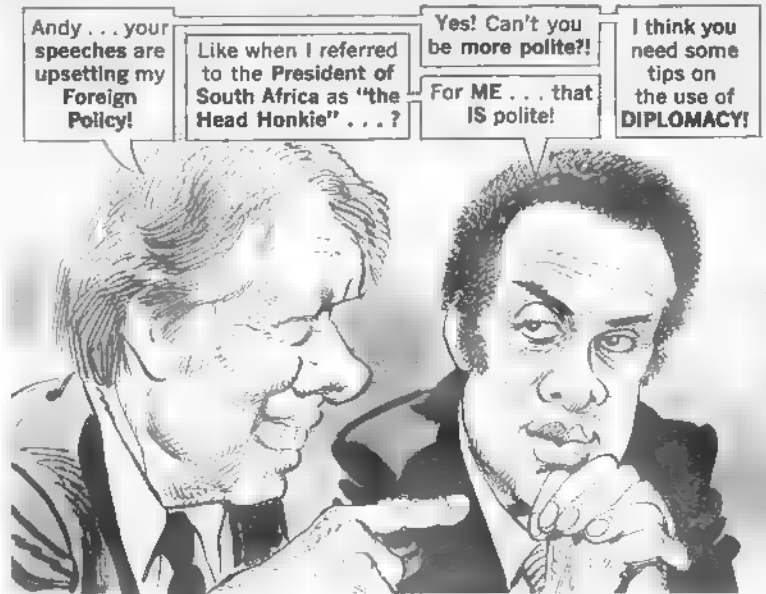
Mem'ries...  
Yes, I surely  
have my share—  
Sitting down that  
night at din-ner  
To find I'd  
missed the  
chair...

Yes, it's the  
fal-ling...  
On both knees  
sprawl-ing...  
Whenever I'm  
re-cal-ling...  
The days spent here!  
The days spent here!



\* Sung to the tune of "The Way We Were"





Walter . . . I'm sending you  
on a fact-finding trip deep  
into a Brazilian jungle!

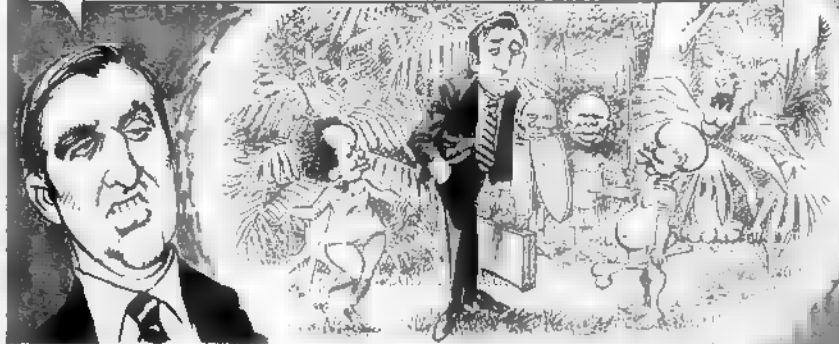
Not another nothing mission!  
Sir . . . during the campaign  
you promised I'd have really  
**IMPORTANT** duties to perform!

It's an important  
jungle!! What's  
wrong?? Don't you  
**LIKE** being the  
Vice-President?

Well . . . it's  
like this . . .



\*It's . . . being sent on missions as a token emissary  
to some country where the people worship ants;  
And it's making conversation with a tribe of smelly Pigmies  
who present you with the daughter of their Chief;  
And it's flying to Afghanistan to pledge more U.S. aid and  
getting sick from pan-fried yak on which you've dined;  
And I'm hanging like a yo-yo, wond'ring how I ever wound up  
in the least important job man can find!



\* Sung to the tune of "Gentle On My Mind"

It's . . . going to the White House and discovering your "meeting"  
is with Amy, playing "Go Fish!" in her room;  
And it's being stopped and frisked by all those Secret Service  
Agents 'cause they're not exactly sure just who you are;  
And it's waiting for a question when you're meeting with reporters  
and discovering there's none that comes to mind;  
And I scratch my head and wonder why I ever left the Senate  
for the least important job a man can find!



Jimmy, dear . . .  
JFK had "The  
New Frontier!"  
LBJ had "The  
Great Society!"  
What do you  
call **YOUR**  
Presidency?

"The Great  
Spring-  
Board"!!  
To peace,  
prosperity  
and world  
leadership?

No . . . to a  
second term  
■ 1980!  
I'll explain  
what I mean  
in this  
rousing  
final number!



\*Mine eyes have seen the problems  
that have made our land a mess,  
And I know just how to solve them,  
but for now, I'll let you guess;  
You can wait until I make my next  
In-aug-ur-al Ad-dress . . .  
And start my sec-ond term!

Glory, glory  
jubilation!  
That's the way to  
lead a nation!  
Fill them with  
an-tic-i-pa-tion  
And win a second term!

I've a plan for Full Employment  
and another for Defense,  
Plus a bill for Better Housing  
and for Sta-bil-i-zing Rents  
But I like it in the White House  
so I'll keep you in suspense  
Un-til my sec-ond term!

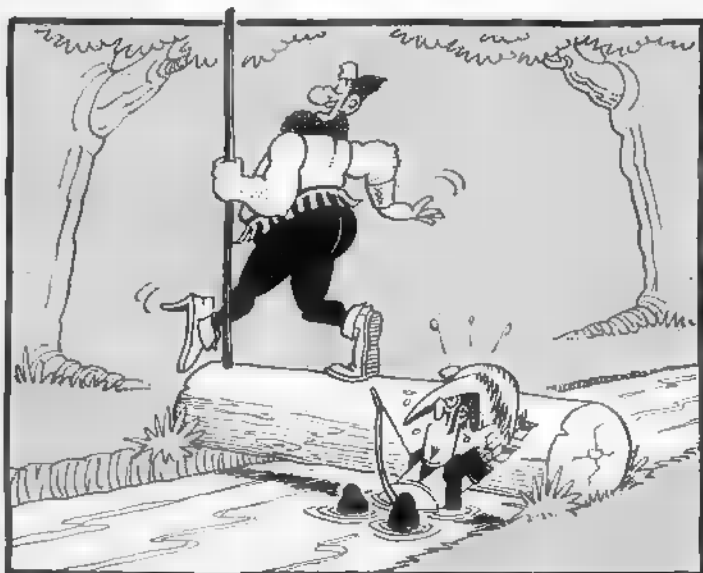
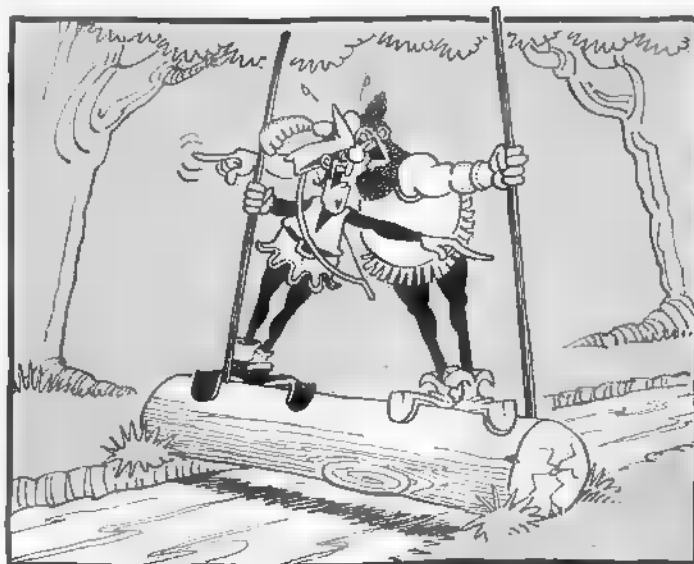
Glory, glory  
what per-fec-tion!  
That's the way to  
re-el-ec-tion!  
Don't reveal your  
real di-rec-tion  
Un-til your second term!



\* Sung to the tune of "The Battle Hymn Of The Republic"



# ONE MORNING IN AN OLD ENGLISH FOREST



## HIRE FLYER DEPT.

A few years out of school, most of us are amazed to discover that the biggest clods among our former classmates have somehow latched onto the best jobs. It's just that many under-achievers concentrate on learning the only

thing they'll ever need to know, namely how to write the hyped up Job Application Letters that will make them seem qualified for cushy, high paying careers. MAD feels that its readers have the potential to be just as boastful

# MAD'S "Do-It-Yourself"

### FILL BLANK #1 FROM THIS GROUP

- A. it's obvious from the junk you make that you need my advice.
- B. your top competitor said I was good enough to work for you.
- C. I'm interested in thermal duct deployment, whatever that is.
- D. I hear your building is air conditioned, and I sweat a lot.

### FILL BLANK #2 FROM THIS GROUP

- A. shuffling papers for eight hours a day to look busy
- B. filling an executive position as well as the next idiot
- C. going potty by myself
- D. thermal duct deployment, whatever that is

### FILL BLANK #3 FROM THIS GROUP

- A. the last Venezuelan ambassador to Latvia.
- B. a thermal duct deployer, whatever that is.
- C. Chairman of the Board of Packard Motors.
- D. presidential campaign advisor to Sergeant Shriver.

### FILL BLANK #4 FROM THIS GROUP

- A. Oxford, just before the Fire of 1969 destroyed my records
- B. the C.I.A. Academy under a secret code name
- C. many Ivy League institutions, including Dubuque Jr. High
- D. the Zsa Zsa Gabor School of Diesel Mechanics

### FILL BLANK #5 FROM THIS GROUP

- A. a Ph.D. in whatever your company requires.
- B. top honors in Neo-Hegelian philosophy and baton twirling.
- C. a bundle playing "Go Fish" at a nickel a point.
- D. 66 and lost 13 for an enviable percentage of .835.

### FILL BLANK #6 FROM THIS GROUP

- A. the upper four-fifths of my class
- B. one of the very, very hardest things they taught there
- C. front of a cheering throng of admirers
- D. a dark blue polyester suit I knitted myself

Dear Sirs:

I am most anxious to present my job qualifications to your firm because \_\_\_\_\_ ①  
I feel confident that I have been thoroughly trained in \_\_\_\_\_ ② and have spent the past year gaining added experience by working as \_\_\_\_\_ ③

I received my higher education at \_\_\_\_\_ ④, where I won \_\_\_\_\_ ⑤. Following my graduation in \_\_\_\_\_ ⑥, I went on to do \_\_\_\_\_ ⑦

Upon entering the field of business, my positions have become increasingly \_\_\_\_\_ ⑧. Forever seeking \_\_\_\_\_ ⑨, I was ultimately honored to receive \_\_\_\_\_ ⑩. As a result, I am currently looked upon by my associates as \_\_\_\_\_ ⑪. With this background, I naturally feel \_\_\_\_\_ ⑫

My starting salary requirement is \_\_\_\_\_ ⑬. I sincerely believe that I am well worth this amount because \_\_\_\_\_ ⑭. Therefore, I look forward to \_\_\_\_\_ ⑮

Very truly yours,



and dishonest in their job seeking correspondence. So we are rushing to your aid with a pre-packaged kit that'll enable you to compose your own impressive, sure fire Application Letter. It's easy to do. Merely give our all-

purpose form a personal touch by filling each numbered blank with the attention-getting phrase of your choice. Then sit back and wait for lucrative offers to roll in as dazzled employers rush to respond to your version of

# f" JOB APPLICATION LETTER

## FILL BLANK #7 FROM THIS GROUP

- A. advance research on social habits of Las Vegas chorus girls.
- B. my impressions of Humphrey Bogart and Walter Mondale.
- C. several things which I can only describe to you in person.
- D. a dye job on my hair that has done worlds for my popularity.

## FILL BLANK #8 FROM THIS GROUP

- A. difficult to explain to a layman like yourself.
- B. involved with "creative input", and other meaningless terms.
- C. hard to master, expecially since I broke my pencil.
- D. geared to the natural talents of a water buffalo.

## FILL BLANK #9 FROM THIS GROUP

- A. to better myself, regardless of who I had to step on
- B. a position of trust that would allow me to handle the cash
- C. a transfer to our branch office in Miami Beach
- D. permission to use the employee washroom

## FILL BLANK #10 FROM THIS GROUP

- A. a bottle of Listerine from the girls in the typing pool.
- B. \$35 from a Korean spy who knew I couldn't be bought cheap.
- C. several phone calls from people I didn't even know.
- D. a Scotch Tape dispenser of my very own.

## FILL BLANK #11 FROM THIS GROUP

- A. a truly gifted brown nose apple polisher
- B. a constant threat to their job security.
- C. a person they'd love to catch in the parking lot after dark.
- D. the adult who most reminds them of Amy Carter.

WRITER: TOM KOCH



## FILL BLANK #12 FROM THIS GROUP

- A. as qualified as the clods you have working for you now.
- B. less ashamed than I once did about sleeping with a Teddy Bear.
- C. that I'm a credit to everything I stand for.
- D. like someone who literally could tower over Nancy Walker.

## FILL BLANK #13 FROM THIS GROUP

- A. less than you'd expect to pay each week for a microwave oven.
- B. rather high because I'd like to afford a fling at bigamy.
- C. naturally more than your cheapskate competitors are paying.
- D. just enough to keep the loan sharks from breaking my kneecaps.

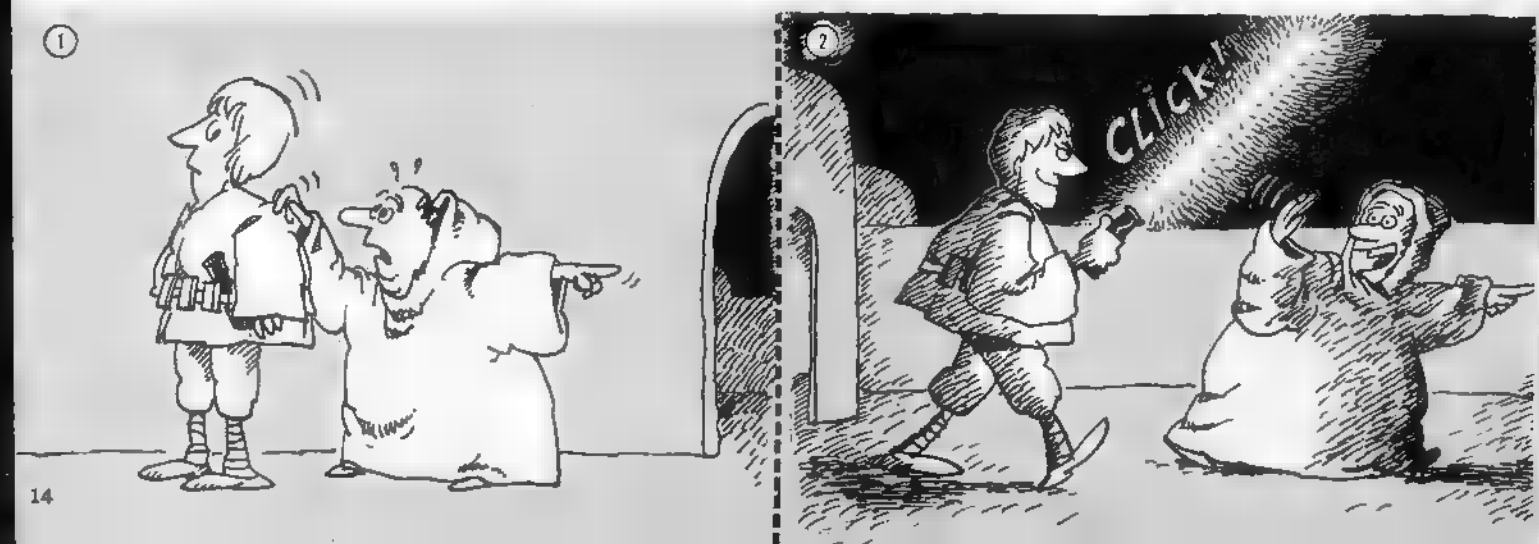
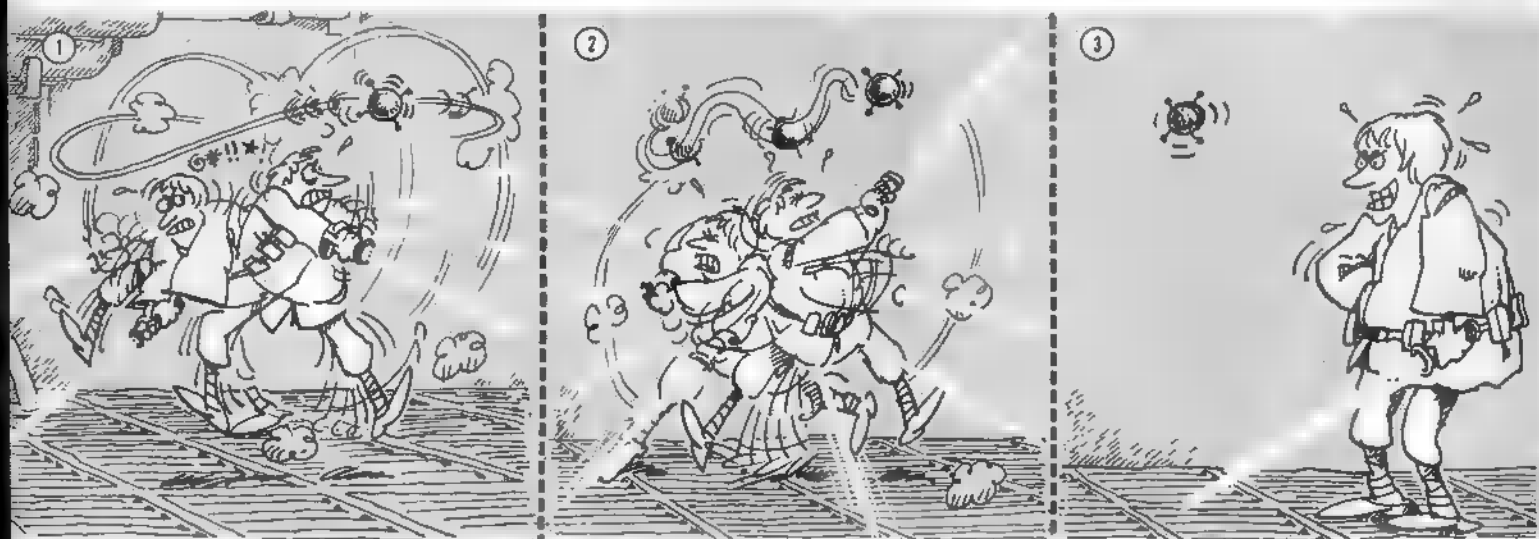
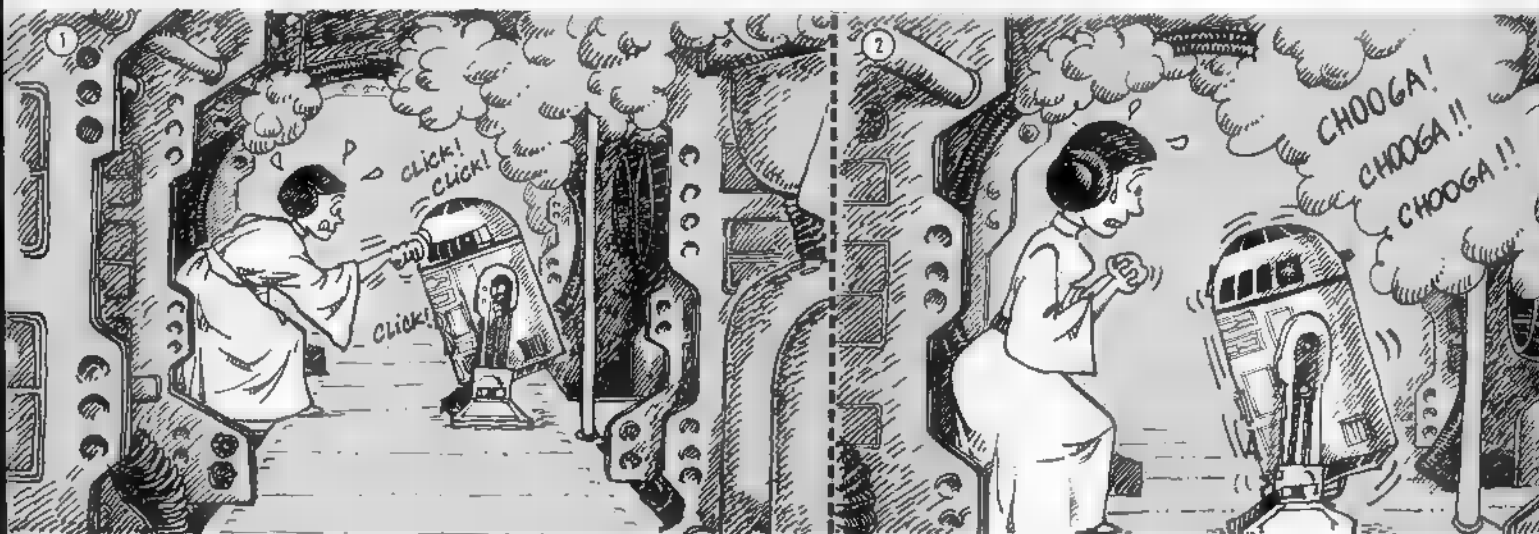
## FILL BLANK #14 FROM THIS GROUP

- A. I am holding your mother hostage.
- B. it's only a fraction of what you'd have to pay Robert Redford.
- C. I have some choice pictures of you taken at a downtown motel.
- D. it'll be on your conscience if I get my kneecaps broken.

## FILL BLANK #15 FROM THIS GROUP

- A. being invited to your mansion to close the deal over drinks.
- B. landing this job so I can stop sharing an apartment with your daughter.
- C. next July 16, when I'll begin my first vacation at your expense.
- D. getting your company back on its feet while there's still time.

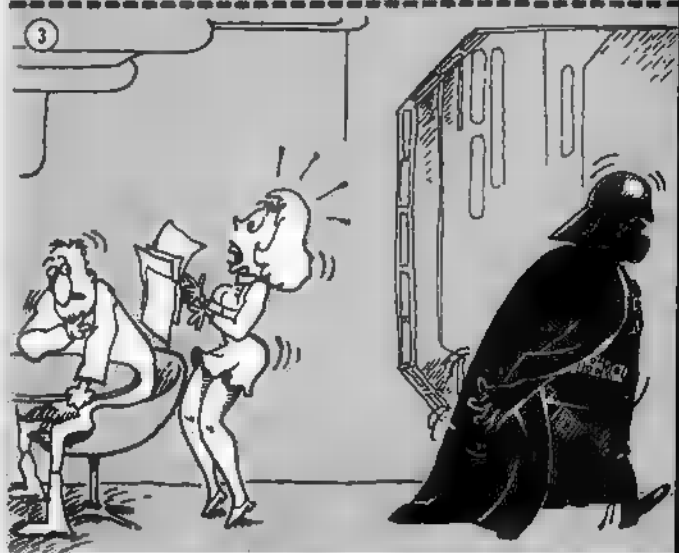
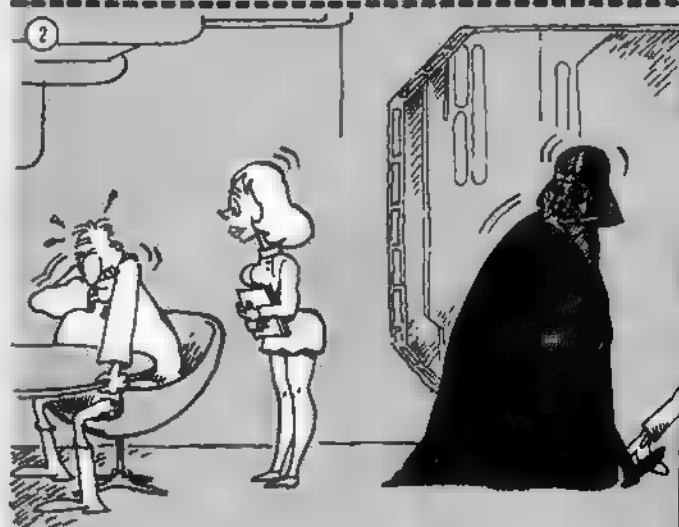
# A MAD LOOK AT

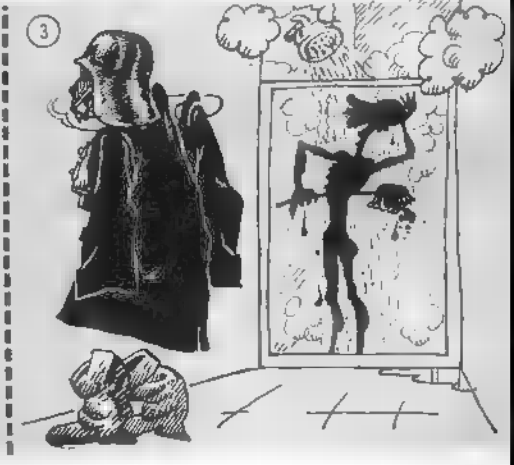
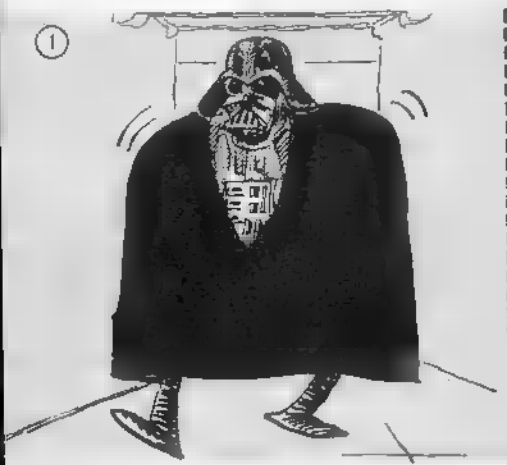
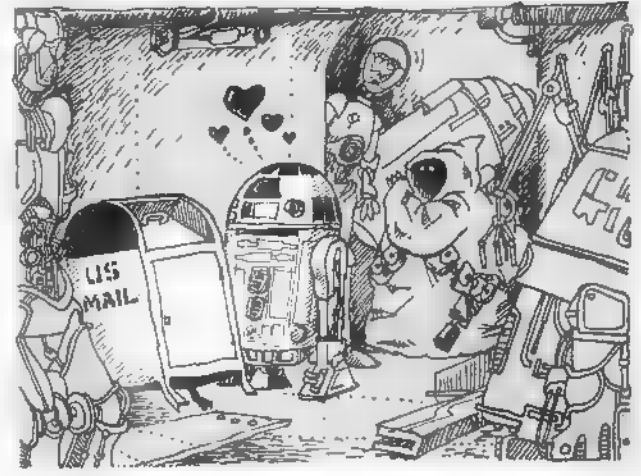
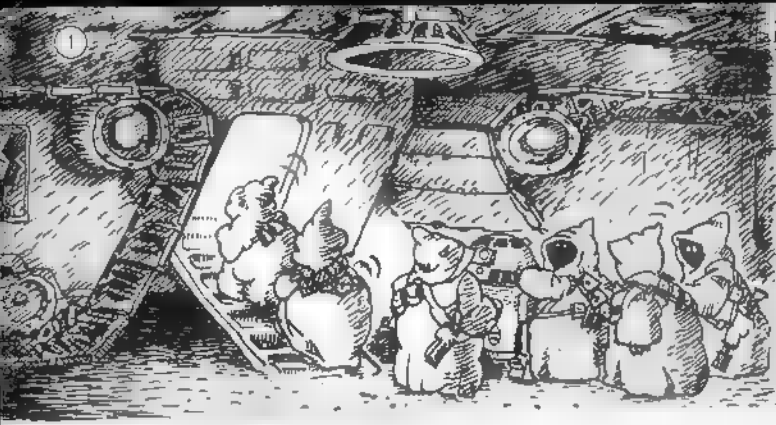




# "STAR WARS"

ARTIST & WRITER: SERGIO ARAGONES









We are all familiar with the collection drives of the major medical research foundations like "The American Cancer Society" and "Your Heart Fund" and the "Muscular Dystrophy Association", but there are many lesser-known foundations engaged in important research. And so, as a public service, MAD now presents

# SOME MINOR MEDICAL RESEARCH FOUNDATIONS' COLLECTION DRIVES

ARTIST: BOB CLARKE

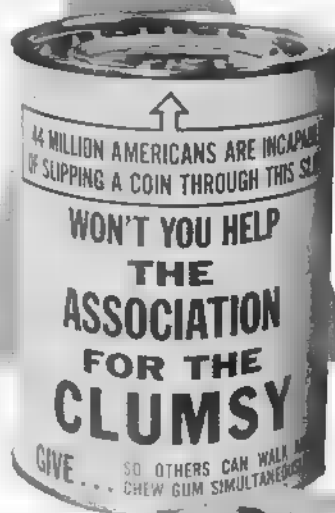
WRITER: DENNIS SNEE



EX-PRESIDENT  
FORD SAYS:

**"THERE IS  
NO CURE  
FOR**

**CLUMSINESS"**



**DON'T  
FALL DOWN  
SUPPORT THE  
ASSOCIATION  
FOR THE  
CLUMSY**

**KLUTZES  
ARE  
PEOPLE  
TOO!**

ANNOUNCING THE

**A S S**

THE AMERICAN STUPIDITY SOCIETY  
**ANNUAL FIND DRIVE**



OUR STUPIDITY SOCIETY POSTER BOY  
—THIRTY-FOURTH CONSECUTIVE YEAR—

**PLEASE GIVE!**

—FOR THREE DAYS ONLY—  
FEB. 28th THROUGH FEB. 30th

**AND WATCH THE  
ASS TELETHON!**

THIS YEAR WE HOPE TO GIVE AWAY  
**\$1,000,000!**

NOBODY EVER WINS WITH  
**STUPIDITY**

—because most stupid people  
are too dumb to cheat!

# KURPMAN CENTER FOR THE DULL

Dear Friend:

Each year, millions of people in this country learn a dreaded truth! They're BORING!

Sadly, most of us react with a yawn.

The KURPMAN CENTER FOR THE DULL needs your support. We must find a cure for this tragic and debilitating condition.

Enclosed, you will find a list of "The Ten Early Warning Signs Of Dullness." Keep this list in your home, and help us fight this unexplained ailment with your generous gifts.

Remember . . . tomorrow, someone you love may start boring you to tears.

Blandly yours,

*Arthur Ennui*

Arthur Ennui, President  
Kurpman Center For The Dull

LET'S STOP THE BORING FROM STARTING US SNORING!

# DULLNESS'S TEN EARLY WARNING SIGNS

- Do people sometimes hang their hats on your hand when you're pointing in the direction of a ten-alarm fire?
- Does your psychiatrist doze off during your sessions?
- Does your wife tell you she "already has plans for New Year's Eve"?
- Has a civil authority ever cited you for inciting a crowd to yawn?
- Do girls agree to have dinner with you providing they can bring along a date?
- Do policemen warn your wife she shouldn't be out alone at night when you and she are out for an evening walk?
- Have you ever been accepted ■ Medical School . . . as a cadaver?
- Have you ever proposed marriage ■ someone only to have her look at you and ask, "Are you talking to me?"
- When you talk to your plants, do they wilt?
- Is your idea of an exciting evening to make a batch of popcorn, then guess the number ■ un-popped kernels?

# LAZINESS IS HEREDITARY



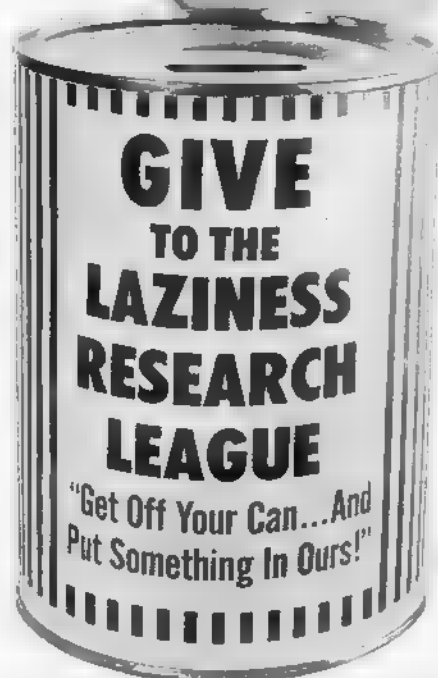
DOES IT WALK IN YOUR FAMILY? PLEASE HELP. . .  
**THE LAZINESS RESEARCH LEAGUE**

Remember, one out of every four people in Ohio and Illinois is lazy!

(We have no statistics for the other 48 states because our Survey-Taker turned out to be one of the 4!)

**WE'RE WORKING . . . SO OTHERS WILL TOO!**

**I  
GAVE  
TO HELP  
SLOBS**





# SENSE OF HUMOR DONORS SOUGHT



**CHESTER T. RISIBLE**

(UP) Nov. 3—Chester T. Risible, Chairman and Founder of the "Har-

vard Association For Humorless Americans (HAHA)" claimed today that a new technique has been perfected for removing the sense of humor from a deceased person and transplanting it into a person who lacks a sense of humor.

"This will mean new hope for the thirty-five million Americans who were born with no sense of humor," he stated.

"I only hope that enough people with keen senses of humor will learn of our wonderful work," Risible added. "By carrying a Donor Card, a volunteer's sense of humor can be

transferred at the time of his death to a person who has been forced to struggle through life without one."

Risible stressed that to secure a Donor Card, no physical examination is required. All that is necessary is a statement signed by two people verifying that the donor-to-be *does* have a sense of humor.

"There's so much to laugh at in this world," concluded Risible, "someone with no sense of humor is really a *disadvantaged* person!"

HAHA's address is: Harvard Association For Humorless Americans, Box 9, Tucson, Arizona.

## YOU CAN HELP THIS MAN GET BACK ON TOP...OR YOU CAN TURN THE PAGE



### THE TRAGIC STORY OF BLINKO ZAMBINI

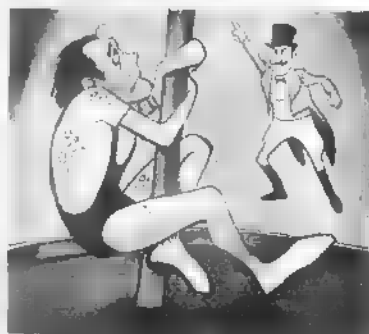
Two years ago, Blinko Zambini was one of the country's leading high wire artists (as shown in the photo top left).

Then suddenly, in an instant, his career was over (as shown in the photo bottom left).

Why...?

### ACROPHOBIA!

THE ACROPHOBIA CRUSADE wants to end this tragic sickness and help former flag pole sitters, window cleaners and astronauts get back to work... soon! Will Blinko Zambini make it back up, up that pole? YES... IF YOU'LL HELP!



**ACROPHOBIA...IT'S UP, UP TO ALL OF US!**

**THE NATIONAL COUNCIL ON GREED  
BOX 1000 DETROIT, MICH.**

**"HELP US TO WIPE OUT  
GREED  
IN YOUR LIFETIME!"**

☐

Yes, I will contribute \$\_\_\_\_\_ ☐ help you find a cure for our nation's number 1 sickness, GREED!

☐

No, I'm keeping my money all for myself, even though it marks me as one of those who needs help!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PLEASE!

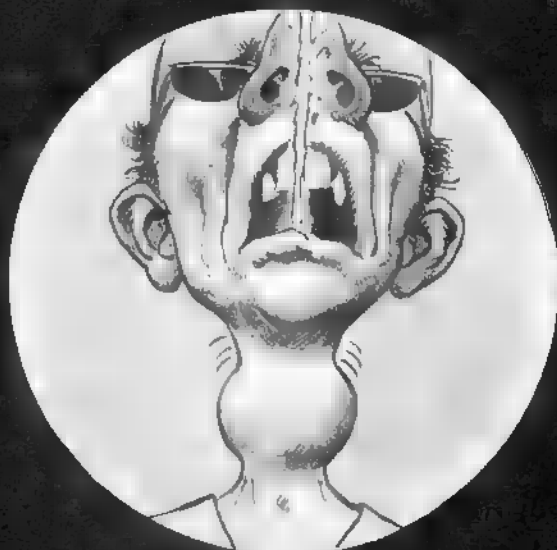
**BE PART OF THE SOLUTION  
...NOT PART OF THE PROBLEM!**

**HAVE  
YOU  
CONTRIBUTED?  
THE  
EAR WAX  
FOUNDATION  
IS WAITING  
TO HEAR!**

**I'M  
WIPIING OUT  
UGLINESS  
I GAVE TO S.H.H.H.!  
(Society To Help  
Homely Humans)**

**CONTRIBUTE TO THE  
Midwestern Executives March to  
Exterminate Malignant Egomania  
and Mindless Egomaniacs**

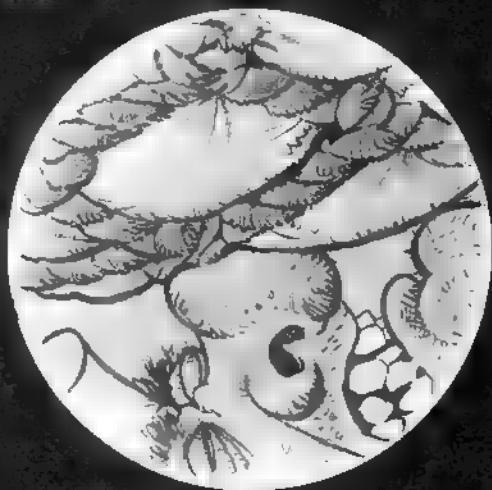
**ME ME ME ME**



**A CENTERFIELDER LOSING  
THE BALL IN THE SUN**



**A BALLOONIST RUNNING  
OUT OF HOT AIR**



**A SAILOR BUNKING UNDER  
A PORTLY SHIPMATE**

TELESCOPIC EYE-SORE DEPT.

**WITH THE HELP OF A TELESCOPIC LENS**

# MAD CL

ARTIST: HARRY NORTH, ESQ.



**A MEDICAL STUDENT  
WITNESSING HIS FIRST  
LIVE OPERATION**



**A LITTLE GIRL SETTING  
THE ROPE-JUMPING RECORD  
FOR THE GUINNESS BOOK**





A PIZZA CHEF IMMEDIATELY  
AFTER AN UNTIMELY SNEEZE

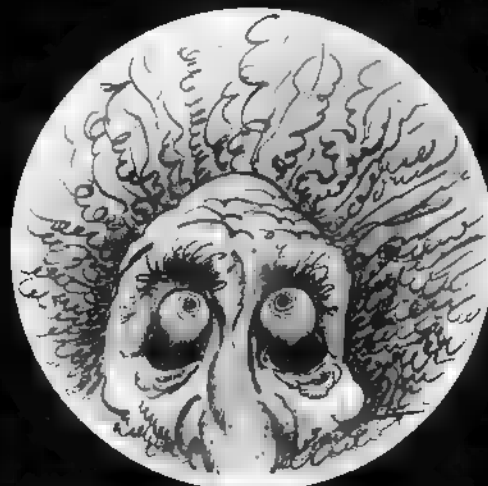


A SKINDIVER WEARING  
A LOOSE MASK

WE NOW BRING YOU A COLLECTION OF...

# OSE-UPS

WRITER: PAUL PETER FORGES



A HOMEOWNER FIXING A  
BLOWN FUSE WITH A PENNY



THE WINNER AND THE  
RUNNER-UP IN THE "KOJAK"  
LOOK-ALIKE CONTEST



A 145 POUND CIGAR SMOKER  
AFTER AN ARGUMENT WITH  
A 220 POUND NON-SMOKER

Again with the hot air comb! You're always using that hot air comb!

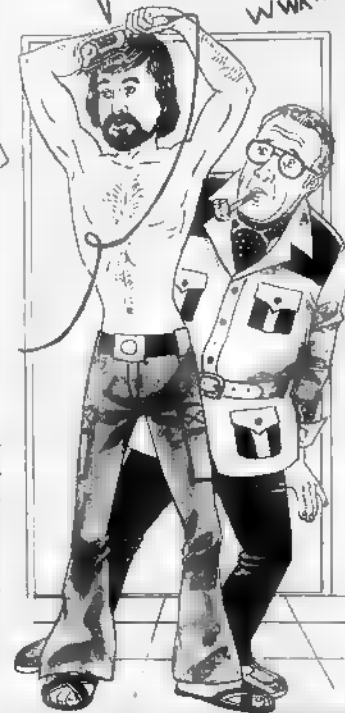
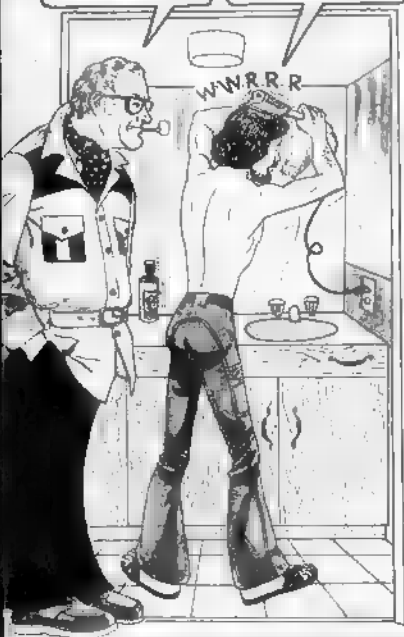
Right! I've got to get that very special look for a very special occasion!

What, may I ask, is that very special look?

The DRY look!

Okay! We've established that the very special look is the DRY look! Now, what's the very special occasion?

A swimming party!



BERG'S-EYE VIEW DEPT.

# THE LIGHTER SIDE OF...

Er... oh, Stewardess! I... I feel just miserable!

It's probably a touch of air sickness! That's why we have these paper bags! Just put what's bothering you in there!

How do you feel now...?

A little better! I took your advice and put what was bothering me into the paper bag!

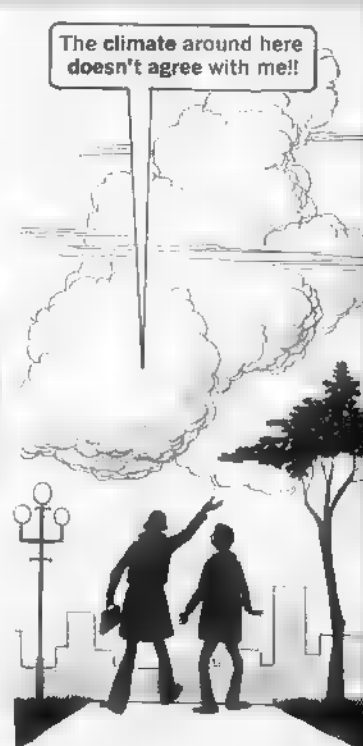
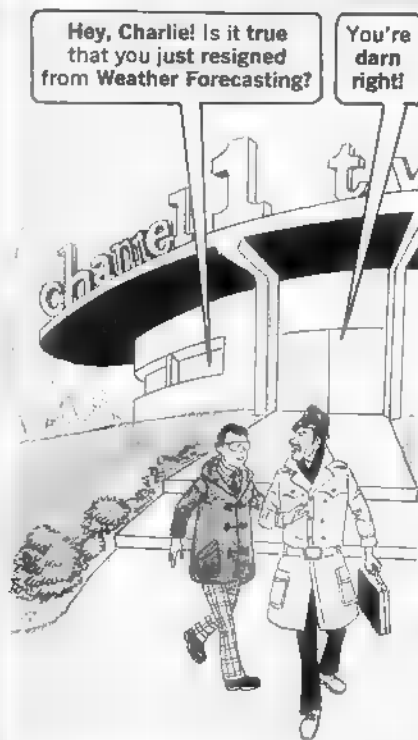
My return flight ticket!





# AIR AIR AIR

ARTIST & WRITER:  
DAVE BERG





Here ■ is, the middle of the hay fever season, and for once I'm not sneezing my head off!

What makes you sneeze?

It's pollen floating around in the air! It gets into my eyes and nose and makes me feel absolutely miserable!

There's something about that in the paper! It says "The pollen count is 98 today!"

My God! It's that high?

AH CHOO!



Oh-Oh!! Where the heck are the paper towels?

Hey, Man! We're in the last quarter of the 20th Century! Paper towels are, like, yesterday!!

Today we have **HOT AIR DRYERS!** Just push the button here, and hold your wet hands under the blast!

That's great! I also washed my face!!



The air is so hot out here today, it hurts the lungs to breathe!!

You don't know how **LUCKY** you are to be ■ a nice cool cell!

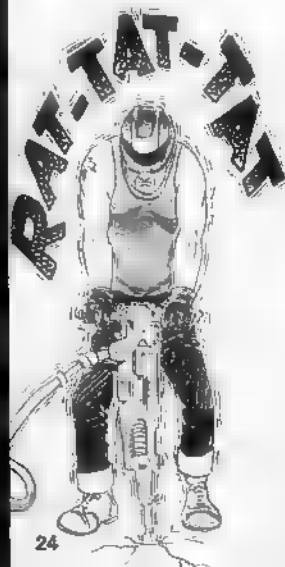


That pneumatic drill is driving me out of my mind!

Do you have to make all that racket?!!

Yes, I do!

How else are we going to build this "Anti-Noise Pollution Research Center"?!



Cough! Cough!  
I hate ■ when  
people smoke  
in "No Smoking"  
areas!

Yeah! They could  
at least have  
the common  
decency not to  
foul up our air!

Get a load of  
what's billowing  
out all that  
pollution . . . !

I'll be  
darned!  
It's a  
youngster!

Listen, kid! Does your  
Mother know you smoke?!

Listen, lady. Does your Husband  
know you speak to strange men?



Are you crazy, blowing your  
trumpet like that in the  
middle of the night?!? Do  
you know what time it is?!?

No! My watch stopped!



Oh-oh! Somebody's  
at the door . . . !



Are you crazy, blowing  
your trumpet like that  
at 2:30 in the morning?!

Now I know  
what time  
it is!!



I smell stale cigarette  
smoke! Who's been smoking?!



I cannot  
tell a  
lie!  
It was me!

You?! But you're always  
bragging about how when  
you grow up, you're go-  
ing to be a big athlete!



That's not  
exactly  
what I said!  
I'm going to  
be a **FAMOUS**  
athlete!

How are you  
going to be  
that when  
smoking will  
stunt your  
growth!?!?



I'm going to be a **JOCKEY!!**



I've got to go to the coast, but I haven't any idea how I'm going to get there ... !

Take an airplane!



Oh, no. I'm afraid of those things! I just can't believe that anything that heavy can actually stay up in the air!

So take a train!!



They're not safe, either!

What's not safe about a train?!



An airplane could fall out of the sky and crash on it!



Your Father gave you an air rifle?! That's a terrible toy for a child!

'No, it's not! It's great for building up a young body!!



That's ridiculous! What does a B-B gun have to do with physical fitness???



I'll show you! First, I take careful aim at that tin can! Then I squeeze the trigger ...

... and when I MISS and break a window ...



I GOTTA RUN LIKE CRAZY!!



Doctor, my throat is sore, I have this constant cough, and my eyes are irritated!

Hmmm! Yes! I see what you need is plenty of fresh air!



STAY INDOORS!

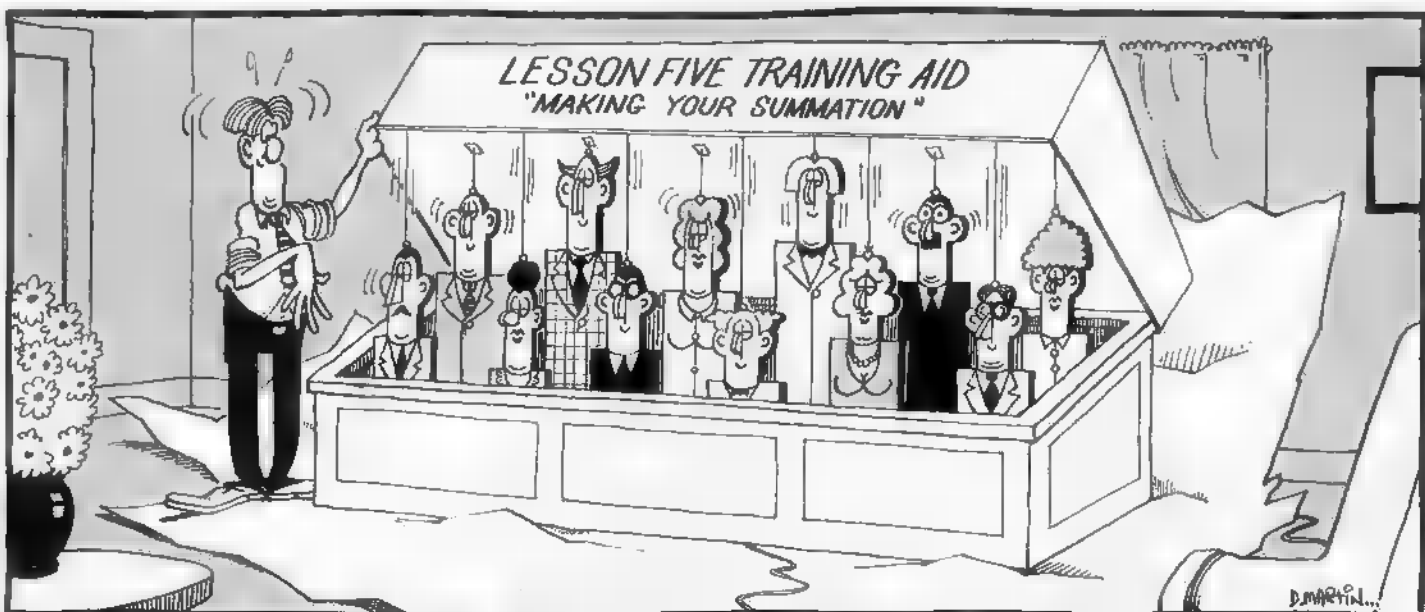
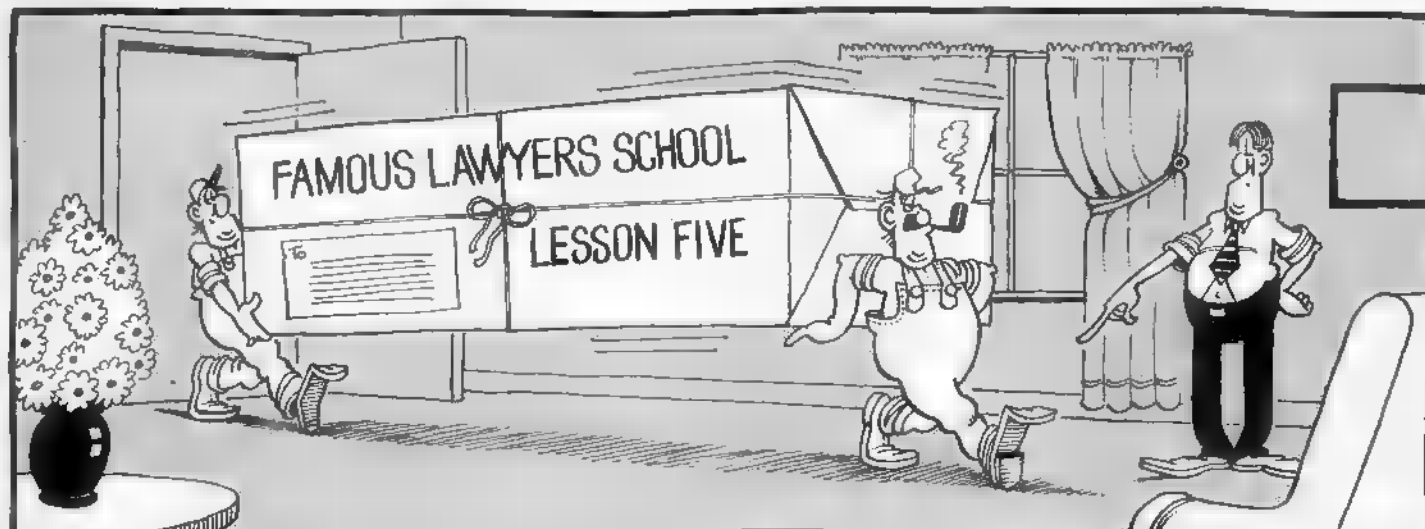


David Berg





# ONE AFTERNOON IN A NEW AMERICAN HOME



## AID-DE-CHUMP DEPT.

Want to know what's wrong with America? It's that manufacturers and business establishments are very big on providing us with complete printed instructions for doing things that every idiot already knows how to do . . . but if the product or procedure is one that most of us approach with uncertainty, you can bet we'll be left in ignorance. Yes, we're constantly being told, in complex terms, how to heat a TV dinner or slap

# INSTRUCTIONS FOR THINGS

ARTIST: BOB CLARKE



## INSTRUCTIONS FOR USE

1. Try to determine which small crank resets dials to zero, unless you don't mind paying for purchase of previous customer.
2. Place hose nozzle in gas tank and squeeze handle.
3. When nothing happens, return to pump and flip levers until you find the one that allows hose nozzle to function. Then repeat Step 2.
4. Guess how much gas you can safely pump into tank before it overflows and spills all over your shoes and clothing.
5. If guess made in Step 4 proves wrong, refrain from lighting matches until you can rush home and change.



## INSTRUCTIONS FOR PROPER PICTURE HANGING

1. Insert nail slanty-wise through holes at top of picture hook.
2. While holding hook flat against wall with one hand, and keeping nail positioned in holes slanty-wise with other hand, begin pounding nail into wall with third hand.
3. Try your best not to become upset when the plaster cracks.
4. After nail is completely driven into the wall, hang picture on hook.
5. Try not to become upset when picture hangs too low because you forgot that nail hole would be approximately two inches higher than hanging part of picture hook.



## TO OBTAIN YOUR PIZZA

1. Order pizza at Order Window by number, (not name), even though we usually are out of menus that would identify what you are ordering.
2. Take claim check received from Order Taker to Cashier, and pay whatever amount is requested.
3. Carefully attach cash register receipt to claim check, as no pizza can be delivered without presentation of all necessary documents.
4. Sit down at empty table and wait until your claim check number is called over loud-speaker system.
5. If you cannot understand loud-speaker garble, take claim, check to Pick-Up Window when each number is called, and wait until you are told to go sit down again.
6. Repeat this process until closing time, after which it should be obvious your order got lost.

■ film cartridge in ■ camera or wash our hands after using the rest room . . . but if we ever expect to learn how to open ■ can of sardines with that little key attached to the bottom, we'll have to figure it out ourselves. MAD thinks it's time for Big Business to stop letting us make even bigger fools of ourselves than we would otherwise. And to present our demands for help more forcefully, we offer these samples of

# THAT NEED INSTRUCTIONS

WRITER: TOM KOCH



## HANDY GUIDE FOR USE OF THIS DICTIONARY

1. For your convenience, all words have been placed in alphabetical order. So merely open book to page where the word you wish to look up should be.
2. If you don't know how to spell the word you wish to look up, look up a synonym and hope the definition contains the word you wish to look up.
3. If you don't know what a synonym is, look up the word "synonym," since we just showed you how to spell that one.
4. Now, repeat Step 2 before repeating Step 1.
5. If the word you originally wished to look up is found to mean something entirely different than you thought it did, then your problem is insuperable.
6. Look up "insuperable."

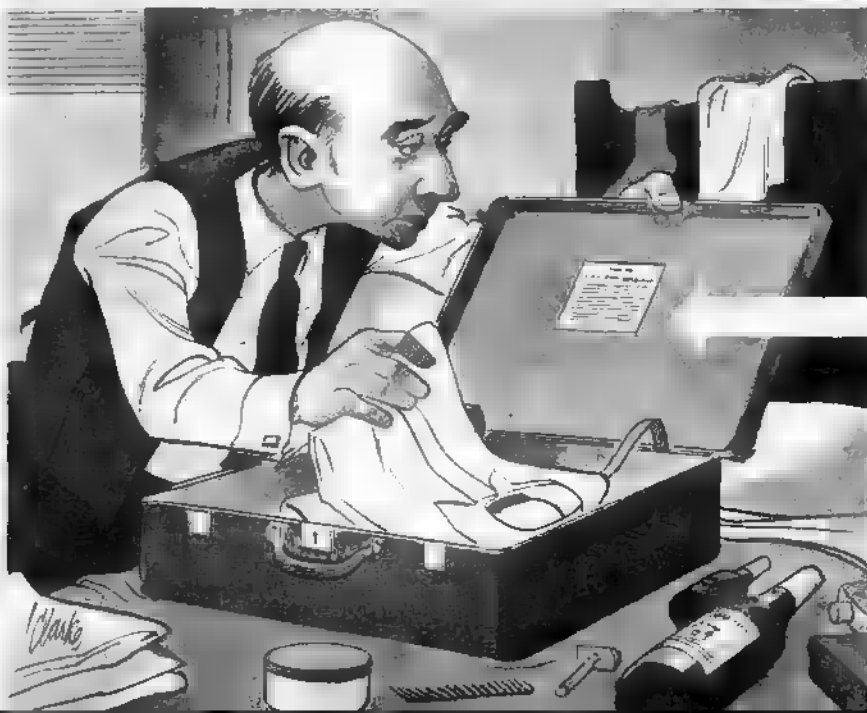
## TO OPEN THIS BOTTLE

1. Allow thirty minutes for twisting the little wires over the cork back and forth until enough of them finally break to get the whole tangled mess off the bottle neck.
2. Do not hold bottle right side up, or it may spritz in your face.
3. Do not hold it upside down either, or it will spritz on the carpet.
4. Holding it some other way, dig your two thumbs into either side of the cork.
5. Strain (but not quite hard enough to give yourself a hernia) to push cork outward.
6. ■ flying cork hits your hostess and/or gushing champagne ruins her tablecloth, apologize for being a hopeless klutz and go home.



## HOW TO PACK THIS SUITCASE

1. Note that suitcase is eight inches thick, but has been conveniently divided into two sections to prevent you from packing anything more than four inches thick.
2. Decide against taking anything with you that may be more than four inches thick.
3. Wrap coats or trousers around all bottles containing liquids before packing. This will muss clothing, but may lessen chances of breakage.
4. Place remaining clothing (pajamas, robe and opera cape) on top of wrapped bottles.
5. To utilize space fully, jam small items (yoyos, steak knives, adhesive tape and goldfish) into corners around clothing.
6. Once items are in place, buckle the two leather straps firmly across the top, noting that straps are cleverly positioned to hold the clothing down while allowing bottles to roll around freely.
7. Worry about Point No. 6 during entire trip.





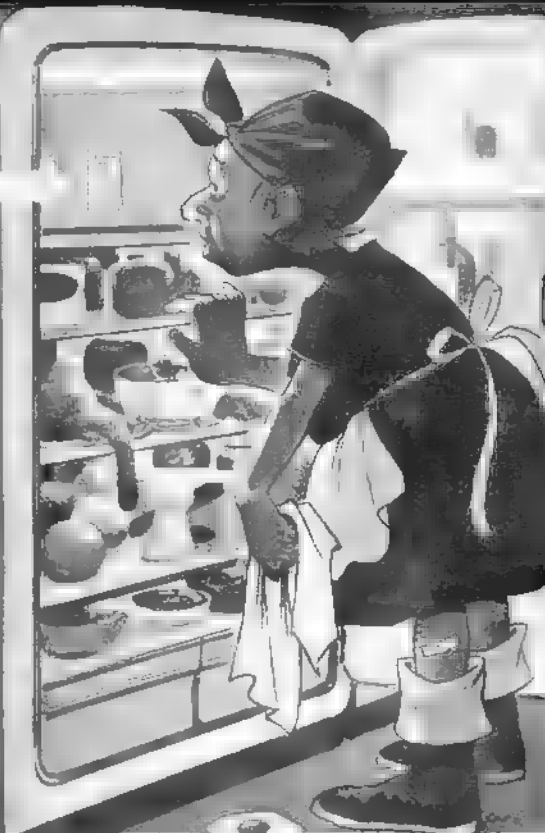


### TO OBTAIN BEST RESULTS FROM THIS KETCHUP BOTTLE

1. Remove bottle top effortlessly with an ordinary household lug wrench or heavy duty mechanic's pliers.
2. Hold opened bottle upside down over food to be ketchuped, and tap firmly on bottle with index finger.
3. When this fails, pound harder with (1) palm of hand, and then (2) clenched fist until normal ketchup flow begins.
4. Following success of Step 3, use a damp cloth to mop up excess ketchup from clothing, tablecloth, chairs, carpet, walls and adjoining foyer, living room and hallway.
5. Remove excess ketchup from food with a garden trowel or sand-pile tin shovel, and proceed with meal as originally planned.

### DIRECTIONS FOR DEFROSTING

1. Buy another refrigerator so you will have a safe place to put freezer compartment items while this one is turned off.
2. Turn this one off.
3. Place a pan the exact size of refrigerator shelf under frost unit so melting ice will not drip on food and make it soggy.
4. If you do not have a pan the exact size of refrigerator shelf, try using several smaller pans, and maybe only part of your food will get dripped on and made soggy.
5. After all ice on coil has melted, remove overflowing pans and try to carry them to sink without spilling cold water all over your feet.
6. When you spill cold water all over your feet anyway, take two aspirins, drink plenty of liquids and stay in bed.



### CHIN FEVER THERMOMETER



### TO TAKE YOUR TEMPERATURE

1. Rinse thermometer in water before putting it in your mouth, because Lord only knows where it's been.
2. Insert thermometer under tongue, and hold it there for a full five minutes.
3. Utilize this time to notice how talking with a thermometer under your tongue improves your Marlon Brando impersonation.
4. **WARNING:** Do not bite down hard on thermometer as the Surgeon General has determined that swallowing mercury may be hazardous to your health.
5. Remove thermometer from mouth and hold it up at every conceivable angle as you try desperately to see anything at all inside.
6. If reading, when finally found, is above 106°, this means that you either (A) have malaria, or (B) used hot water to rinse thermometer in Step 1.

### TO REMOVE TV SET FROM CRATE

1. Jam crowbar under first top slat and pry upward, bearing in mind that one small slip may result in deep gash across this \$500 set's cabinet.
2. Repeat Step 1 until (A) all slats are removed, or (B) all your nerves are shot from worry about scratching the cabinet.
3. Allow excelsior from inside packing crate to fall on your rug, because it will anyway.
4. Lift TV out of crate, using the same methods as those employed by the 4 husky men at the factory who put it in there.
5. If you are still able to raise one arm high enough to reach the telephone after completing Step 4, call a chiropractor.



## CREATURE PRESENTATION DEPT.

Monsters and unknown creatures such as "Big Foot", "The Abominable Snowman", "The Loch Ness Monster", etc., have always fascinated people. Zoologists, biologists, scientists and just plain monster freaks have been searching for these creatures for years. And so far, they haven't found ■ single one. They haven't even found any proof that they exist. But they keep looking, and they keep making movies and TV shows about them. Which got us to wondering: How do you make a documentary movie about something that doesn't exist? And why bother? Well, we got the answer to 'Why bother?' ("Monster movies make a lot of bread, man!") when we asked Mr. Sidney Splicer, a successful documentary film-maker, who invited us to ■ screening of his latest "In Search Of..." flick. So join us now as...

# MAD GOES TO A PREVIEW OF AN "IN SEARCH OF..." MOVIE

ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE

From this title, you probably think we found a **brand new monster**, right? **Wrong!** That's what we **WANT** you to think! Actually, we don't say that we **FOUND "Big Tush"**! We only say that we're **SEARCHING** for "Big Tush"!

In order to make an "In Search Of..." movie, you gotta have something to **Search for!** And all the old reliables... like "Big Foot" and "The Loch Ness Monster" and "Noah's Ark" have been done! So we had to discover a new one!

And how do you discover a new monster?

Simple! You make one up!

Then, all you need are plenty of film clips, ■ large tube of splicing glue... and you're in the film-making business!



## SPLICER FILMS PRESENTS IN SEARCH OF BIG TUSH



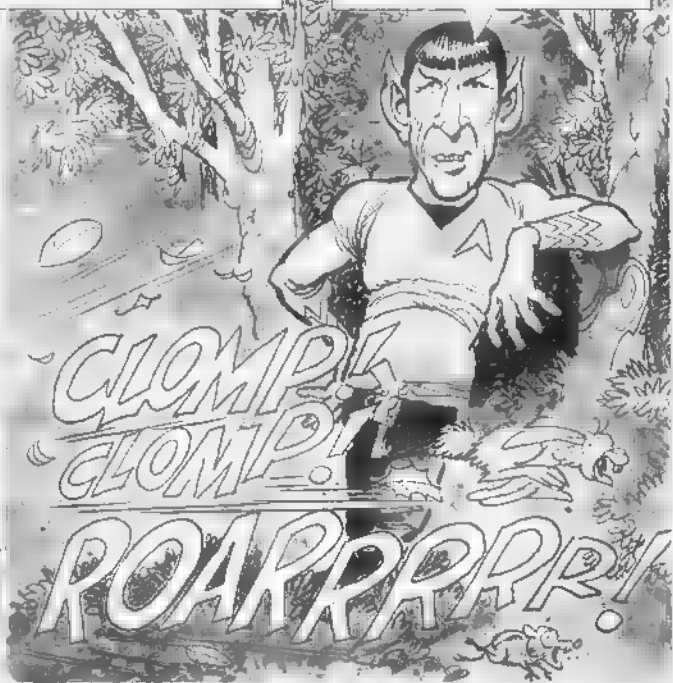
All "In Search Of..." movies **MUST** have a **Narrator** audiences will believe! Like a guy who does **Laxative commercials** on TV

... or a big "star" who's into **ecology**

... or an actor whose **television series** has been cancelled and will **work cheap!** For this movie, we got all three in one!

The opening scene should always be a **grabber!** We shot ours in the woods, with scary off-screen noises of a large beast crashing and roaring through the bushes! This was all done by my **Wife!!**

Is "Big Tush" a myth... or does he really exist? There is **persuasive evidence** that he **DOES** exist, right here in these **Northwest Woods...**



**CLOMP!**  
**CLOMP!**  
**ROARRRRRR!**

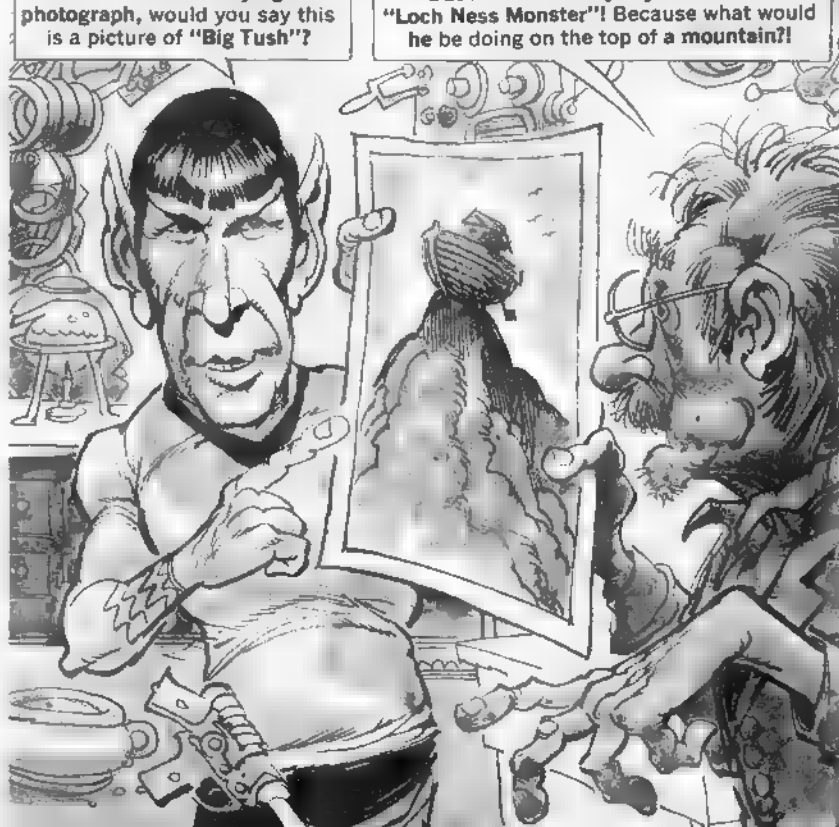
A picture of an airplane always lends **authenticity** to this type of movie! This was supposed to be a shot of a "U-2", but hiring a helicopter is a lot cheaper! Besides, who notices??

Next, we bring in our **scientist!** This always impresses the movie audience, adds **prestige** to the film and helps cover up the lack of facts! You "In Search Of..." freaks will probably notice that the aerial shot is the same one used in the "Noah's Ark" movie! Well, to me, it looks as much like "Big Tush" as it does an ark!

Several years ago, a "U-2" pilot on a **secret spy mission** took a strange aerial photograph! Was this an actual picture of "Big Tush"...?

With me is the distinguished zoologist, **Dr. Carl Cranium!** Doctor... after studying the photograph, would you say this is a picture of "Big Tush"?

Well, it could be a "Big Tush," or it might be "Noah's Ark," or maybe a tree! But I can definitely say it's not the "Loch Ness Monster"! Because what would he be doing on the top of a mountain?!





Notice how **cleverly** we led into "The Loch Ness Monster"? What does "The Loch Ness Monster" have to do with "Big Tush"? Nothing! But every film clip library has **tons** of film on Loch Ness, and no "In Search Of..." monster movie is **complete** without some mention of old "Nessie"!



While we are at the film library, we **also** got a few clips of the "Easter Island Statues," which have even **less** to do with "Big Tush" than "The Loch Ness Monster"! But, believe me, it isn't **easy** stretching a movie like this to **90 minutes**!

Behind me is the dark, murky waters of Loch Ness, home of the legendary "Loch Ness Monster"! There have been **hundreds** of sightings of this creature since it was first seen by St. Columba in **565**! Is "The Loch Ness Monster" **fact** or **fiction**?

St. Columba said "**fact**"!

And after all, would a Saint **LIE**?



There are many mysteries that have baffled science, like the famous "Easter Island Statues"! Doctor Cranium, how did these sixty-ton, thirty-foot heads get here? And what do they mean...?

One theory is that they were **brought** here from **outer space**! Notice how they seem to be wearing **helmets**!

Yes, but **WHY** were they brought here?

To get **RID** of them! Would **YOU** want one on your front lawn?!!



No "In Search Of..." movie would be **complete** without **Cave Drawings**! These were **probably** scribbled by some **kid**, and no one knows what they **really** represent... so we can **interpret** them any way we like! This is known as "**artistic license**", and believe me, it's the **only** thing artistic in this movie!



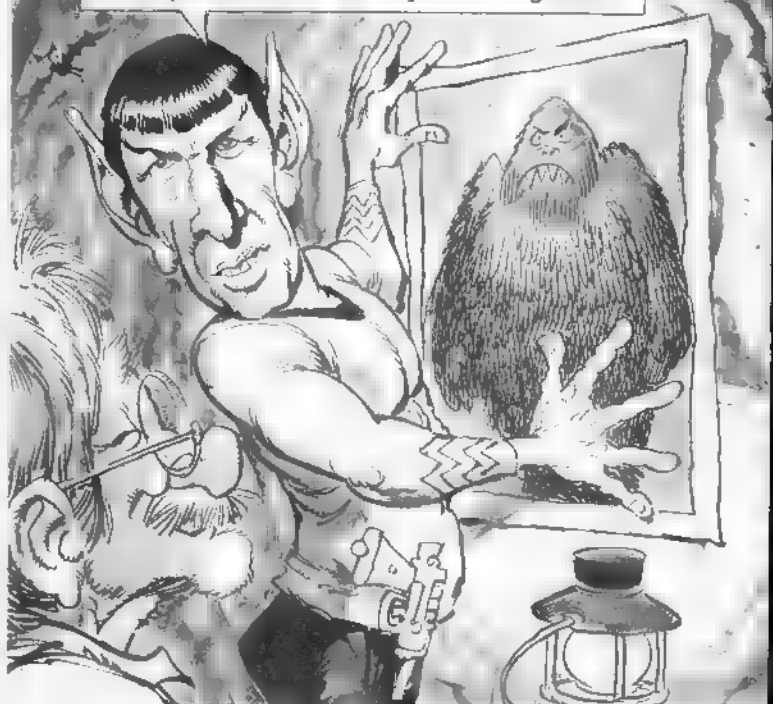
Notice how we **always** ask questions in these "In Search Of..." movies, and **never** give any answers! Mainly because we **ain't** got any!

These ancient **Cave Drawings** were recently discovered by students from the **University of Warsaw** while doing research in **solar energy**!

This drawing seems to be a simple **landscape scene**! But, watch what happens when I take this sketch of "Big Tush"... based on **eyewitness** descriptions... and place it over this ancient **Cave Drawing**...



It's an **amazing fit**!! Is this merely **coincidence**... or did this **prehistoric artist** actually sketch "**Big Tush**"?



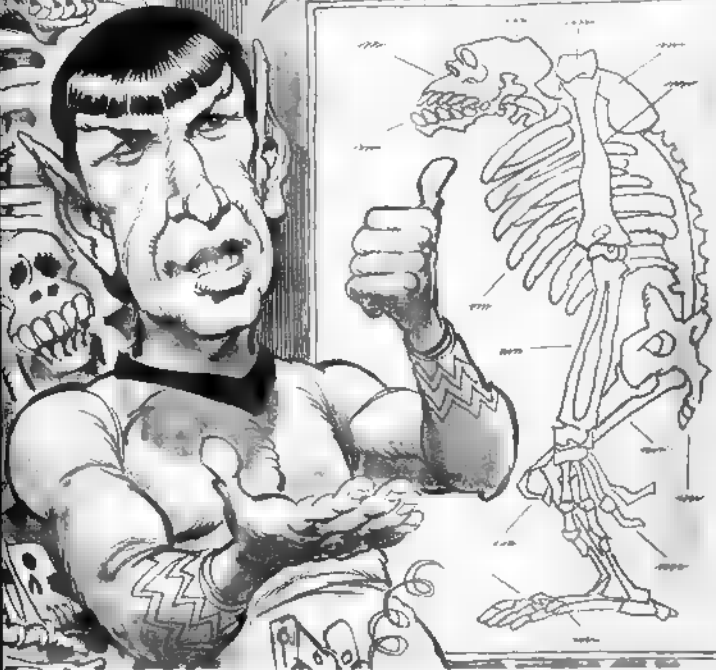


The diagrams and skeletons in this next scene have absolutely nothing to do with "Big Tush"! But they look impressive, and that's important when making a phony "In Search Of ..." movie!

Luckily for us film-makers, the evidence we need is always in some place that's off-limits, like Red China or Russia! Incidentally, those beasts you see aren't "Big Tushes"! We hadda use a stock shot of Nixon and Kissinger in Red China!

Archaeologists in China have recently uncovered some fossils that could prove "Big Tush" is a descendant of the prehistoric creature, "Giganticus Tucchus," that roamed the earth over one million years ago!

Unfortunately, the Chinese government wouldn't allow our "Big Tush" film crew to photograph the fossils! But they did invite us to play ping pong if we ever got to China!

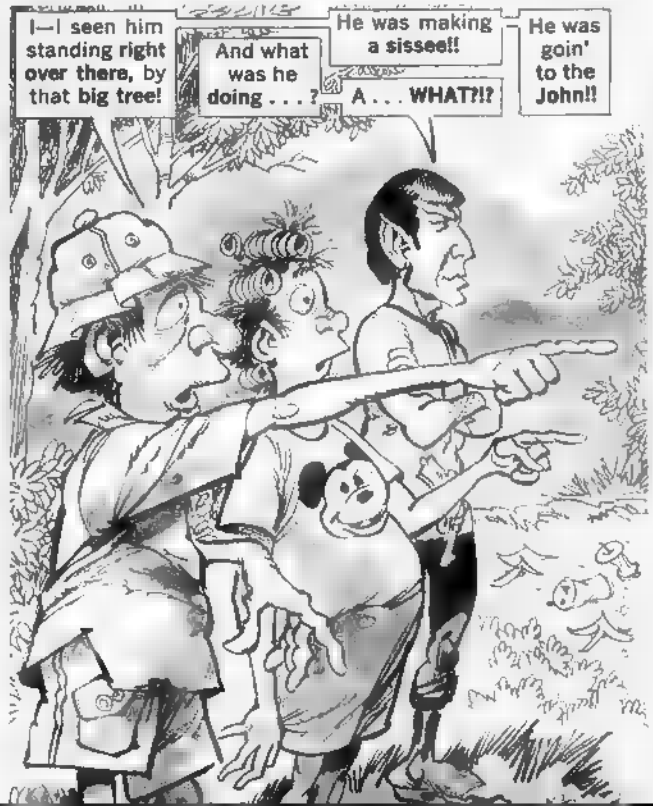


Old newspaper stories are another time-filling gimmick that helps provide the phony evidence that our creature really exists! I had these printed in an amusement park that has a place that does funny headlines for a buck!

The people who see these creatures are the same type of idiots who take the Pepsi Taste Test, or stop using bleach for a month, or appear on quiz shows! They sound so ridiculous, you believe them!

There are written accounts of "Big Tush" sightings dating as far back as 1803, when Chinese railroad workers saw a creature that could have been "Big Tush"! Unfortunately, they could only speak Chinese, so there was no accurate description!

The most recent sighting was in the State of Washington by a couple of campers, Billy Joe and Mary Lou Backpacker ...





Once again, it's time for another re-enactment... with all the phony off-screen noises to scare everyone!

I don't know if any of those other creatures like "Big Tush" exist, but after listening to the people who are looking for them, it's no damn wonder they're hiding from Man! Listen to these monster hunters!

So... I grabbed my rifle and I chased him!!

Did you want to capture him for scientific research??

Don't be dumb! I was gonna blow him away! Like, what would YOU do if some eight-foot dude exposed himself to YOUR old lady?!?

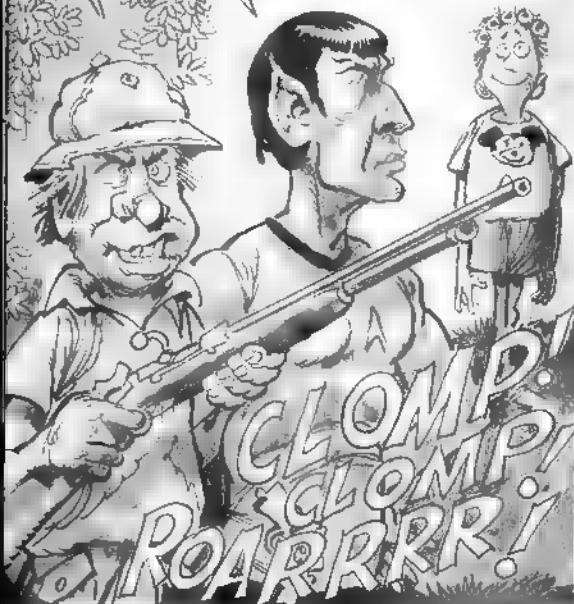
I'm here at the Monster Research Institute, and I have a question for the members!

What would you do if you saw "Big Tush"?

I'd kill him! Yep, I'd HAVE to kill him! Like, if we don't have a dead specimen, how can we prove that he REALLY LIVED!?

I'd kill 'im and make 'im into a rug! Man, wouldn't that be some conversation piece!!

I wouldn't kill 'im! That'd be cruel! I'd put 'im in a cage and charge folks to take a look at the thing!



One of the most exciting moments in any "In Search Of..." film are the inevitable actual photographs or motion pictures of the creature taken by some amateur photographer! These pictures have to be badly shot, out of focus and poorly framed to prove that they're for real, and not faked by some "pro"! And I'm proud to say that we came across some of the worst films ever presented on a movie screen as our final evidence!

What you are about to see is the famous Gwartzman film of "Big Tush"! Er—Mr. Gwartzman... would you tell us how you came to shoot these remarkable pictures?

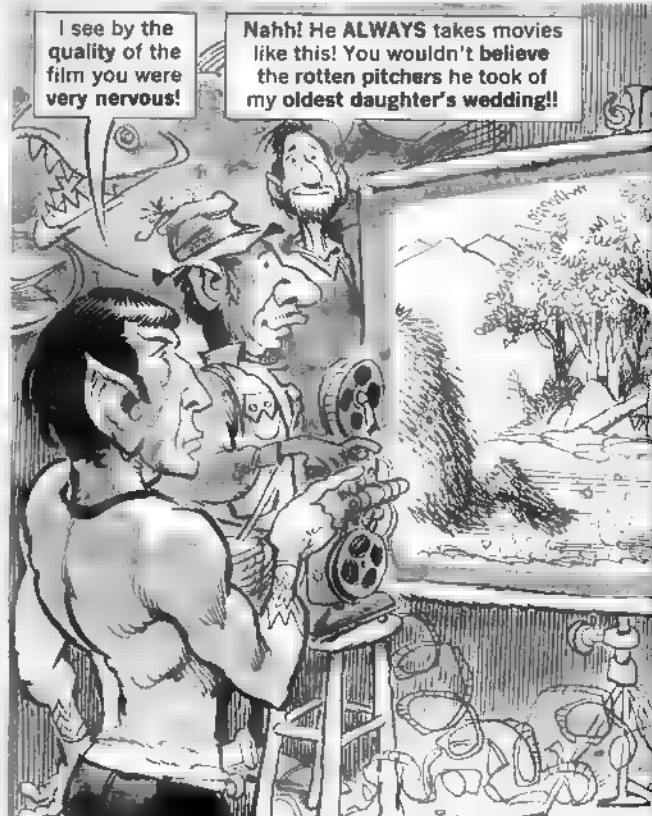
Well, we were having a helluva time getting our outboard motor started... and then I happened to look up! And there was this big, hairy, ugly creature!!

What was he doing?

He was laughing at us! Being a camera bug, I grabbed my camera and started shooting! These are the results...

I see by the quality of the film you were very nervous!

Nahh! He ALWAYS takes movies like this! You wouldn't believe the rotten pitchers he took of my oldest daughter's wedding!!





Now, we bring back the "house scientist" to verify that this is a motion picture of "Big Tush"! Actually, he doesn't verify it, but he gives a pretty definite "maybe"! Which is about all you ever get from one of these "In Search Of..." movies!

Notice how we cut the professor off in mid-sentence! He was about to say it could have been a college kid in a raccoon coat! That's what's known as "expert film sound editing"!

Doctor, have you looked at the Gwartzman film?

Yes... and I've got the headache to prove it!

Is the thing in the film "Big Tush"—or is it a wild animal? Say, a bear?

No, the texture of the fur is too fine to be a bear! It more closely resembles RACCOON fur!!

Are you saying it's a raccoon?

Don't be silly! Who ever heard of an eight-foot raccoon?!

If it WASN'T a bear, and it WASN'T a raccoon... could it have been "Big Tush"...?

Well, yes, but—

Since we never find what we're looking for, we have to use some other gimmick for the climax! Like a print found in the snow...

This is one of the hundreds of "Big Tush" prints that have been found here in the snow in the Northwest Woods! Doctor, you've analyzed the cast of this print! Could it have been made by a man?!

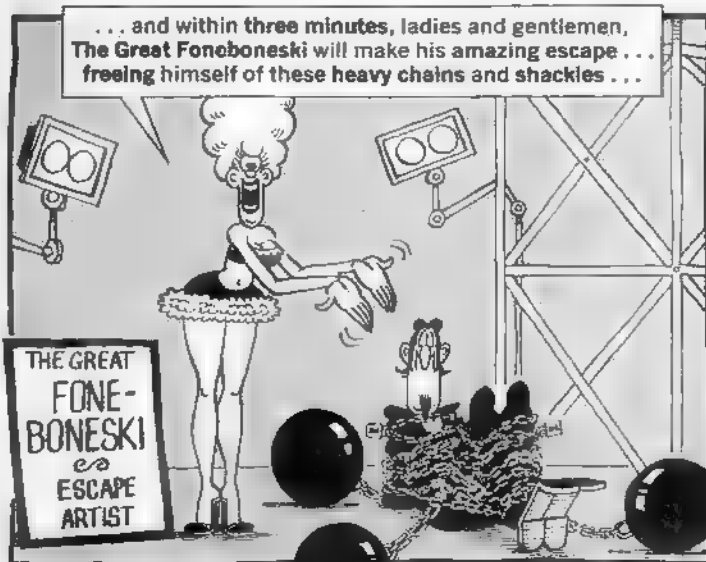
Definitely not! There are too many peculiarities for this to have been made by a human! Notice the depth! That indicates tremendous weight! The bulges are anatomically different from a man! This print was made by a species unknown to modern science!

"A species unknown to modern science"! WE think it was made by "Big Tush!"

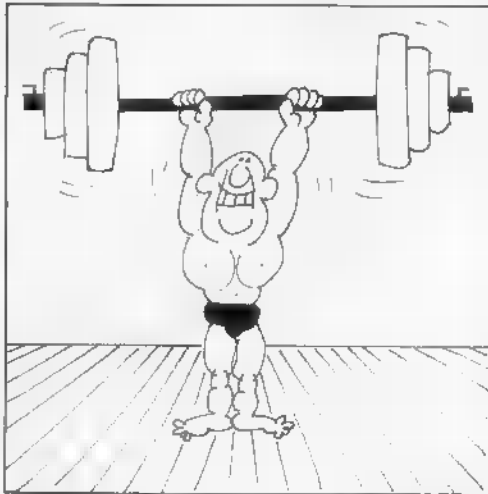
Well, that's it! Now, I've got to split to the Cutting Room for the most important part of any "In Search Of" movie... putting together one exciting minute for a TV Saturation Commercial!!



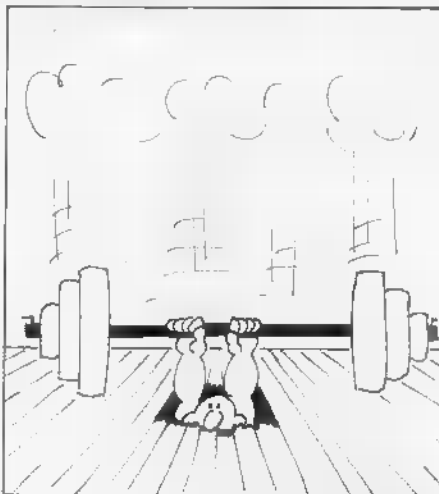
# ONE EVENING IN A HOLLYWOOD TV STUDIO



## YOU START LIFTING WEIGHTS



Each and every muscle in your body is specially toned and developed by its very own specific weight exercise...



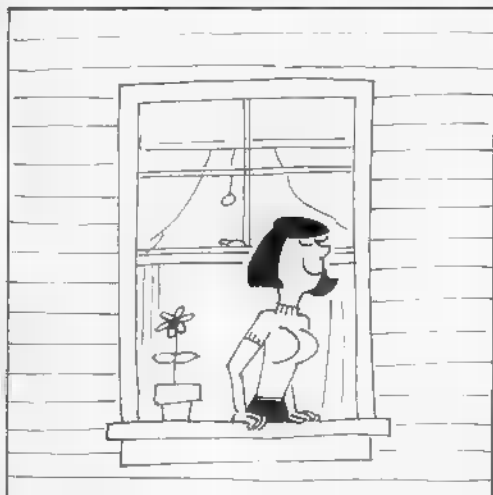
...and then, one evening, you crash through your weakened floor boards... and you break every bone in your body.

## YOU EAT ONLY ORGANICALLY-GROWN FOODS

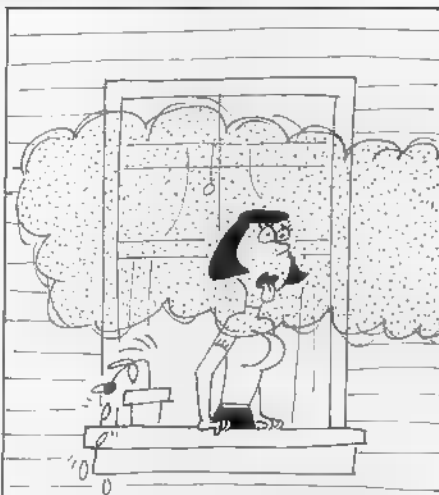


The natural, pure nutrients present in organically-grown foods promise to increase your lifespan by twenty years...

## YOU QUIT SMOKING



Your appetite improves as you start deep-breathing fresh air again...



...and then you develop emphysema from deep-breathing fresh smoggy air.

## HEXERCISE DEPT.

# STAY IN SHAPE

WRITER & ARTIST:



## YOU TAKE UP JOGGING



The early morning workouts start to build up your vigor and stamina...



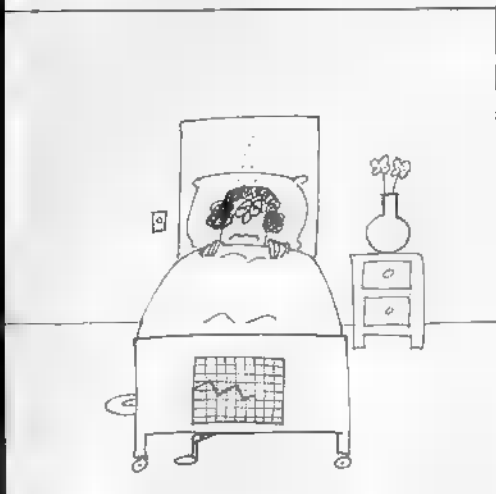
...until the morning you finally can cross the park...and you're mugged.

## YOU TAKE UP HIKING



It's back to nature, exercising in a clean and beautiful environment...

## ORGANIC FOODS



...and then the brand of organically-grown mushrooms you've been eating is suddenly recalled because of botulism.

## YOU QUIT DRINKING



Your nerves are steady, your head ■ clear, your boss promotes you, your wife and children love you again...



...and then you get punched out by an angry drunk who can't stand your righteous "holier-than-thou" attitude.

# KING MAPE

DEAN NORMAN

## YOU TAKE UP BICYCLING



Your daily grueling rides build up tremendous strength in your legs...



...and then, one morning, a pack of wild dogs almost chews your legs off.

## BACKPACKING

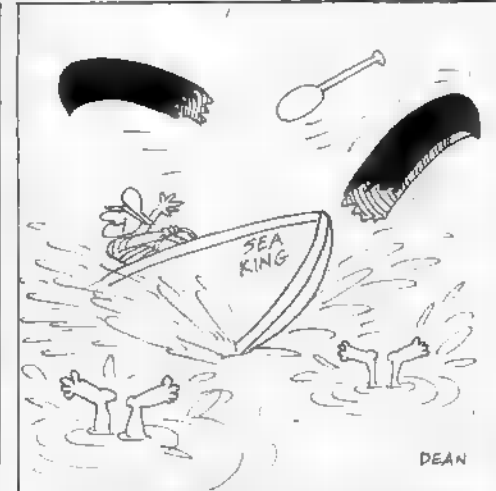


...until the weekend you get lost in the woods and nearly starve to death.

## YOU TAKE UP CANOEING



Paddling peacefully across a sylvan lake not only builds up your body, but also gives you peace of mind...



...until, one day, you're run down by some idiot in a water-ski tow-boat.

DEAN



**HEART FAILURE DEPT.**

It's **ROMANCE** when you're beguiled by an introduction to a **MAD** article like this one. It's **LOVE** when you

have the blind faith to read ■ in the vain hope that you're going to run into something funny. And it's a

# MAD'S "ROMANCE-LOVE"

ARTIST: PAUL COKER, JR.

It's **ROMANCE**...



... when you think her hyena laugh is cute.

It's **LOVE**...



... when you accept that her hyena laugh is part of her personality.

It's a **RELATIONSHIP**...



... when you realize there's more to life than just having laughs.

It's **ROMANCE**...



... when you take him ■ meet your friends.

It's **LOVE**...



... when you take him to meet your family.

It's a **RELATIONSHIP**...



... when you take him to meet your analyst.

It's **ROMANCE**...



... when you get excited watching his favorite football team on TV.

It's **LOVE**...



... when you become as excited a fan as he is.

It's a **RELATIONSHIP**...



... when you realize that's the high point of your excitement together.

RELATIONSHIP when you get through the entire article and you realize you've been duped again, but you still

keep buying the magazine for some strange reason you can't explain. All of which is our way of introducing

# RELATIONSHIP" BOOK

WRITER: FRANK JACOBS

It's ROMANCE...



... when you lie ■  
him about your age.

It's LOVE...



... when you lie to him about your  
age, and he knows you're lying.

It's a RELATIONSHIP...



... when you tell him your real age,  
and he wishes you were still lying.

It's ROMANCE...



... when you plan your  
week-end around her.

It's LOVE...



... when you plan your  
lifetime around her.

It's a RELATIONSHIP...



... when you plan your  
income tax return around her.

It's ROMANCE...



... when he loves  
the way you dress.

It's LOVE...



... when he helps you pick  
out clothes at the store.

It's a RELATIONSHIP...



... when he asks you ■  
sometimes he can wear them.

It's ROMANCE . . .



. . . when you surprise him with a birthday gift.

It's LOVE . . .



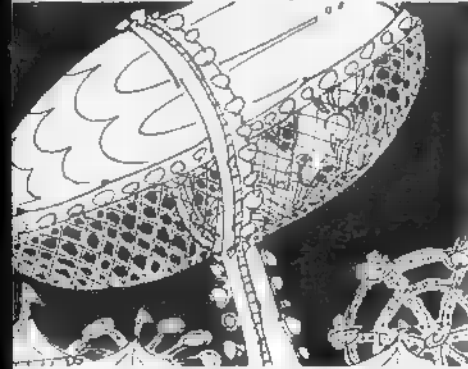
. . . when you don't mind that he doesn't like it.

It's a RELATIONSHIP . . .



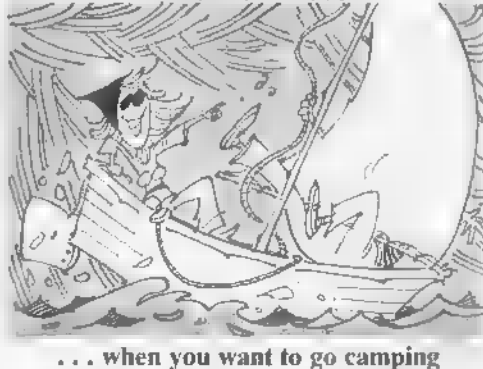
. . . when he asks you to return it.

It's ROMANCE . . .



. . . when it makes no difference where you spend your vacation.

It's LOVE . . .



. . . when you want to go camping and she wants to go sailing . . . and you give in and go sailing.

It's a RELATIONSHIP . . .



. . . when you want to go camping, and she wants to go sailing . . . and you go camping . . . and she goes sailing.

It's ROMANCE . . .



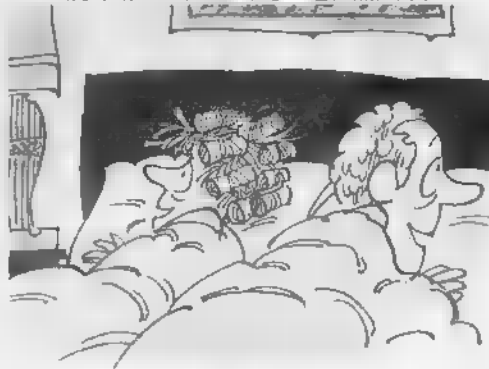
. . . when she thinks you're the greatest lover in the world.

It's LOVE . . .



. . . when she accepts the fact that even the greatest lover in the world can't perform occasionally.

It's a RELATIONSHIP . . .



. . . when you spend a lot of time reminiscing.

It's ROMANCE . . .



. . . when you spend a lot of time talking about love.

It's LOVE . . .



. . . when you spend a lot of time talking about a relationship.

It's a RELATIONSHIP . . .



. . . when you spend a lot of time talking about your weight.

## LOG CABIN SYRUP DEPT.

There's a long-running TV show around that's not very heavy on plot. To give you an idea, here is a "TV Guide" summary of a recent one hour show: "The Oleson family is afraid the Ingalls family will outpace them ■ gathering leaves for a school project." Here's another hard-hitting one hour plot summary: "Laura labors to have her horse properly shod for the annual town race." And we can hardly wait for the third repeat ■ "Baby Carrie falls into ■ hole." So now you know why we call this MAD version of the show...

# Little House Oh, So Dreary

ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO

I'm the Reverend in this series, but I only appear in about one out of five episodes... which proves there really IS a God!

I'm the owner of the General Store! We have everything folks need here... food, building supplies, animal feed, farm tools, clothing... About the only thing we DON'T have is ■ good story line!

I'm the Teacher! I'll never forget the time Merry Angeles was five minutes late for school and... Oh! Me and my big mouth! I just gave away the plot for our next two-hour Special!

I'm the Doctor! I'll never forget the time Laurel got the mumps... Merry got chicken pox... and Caries got a bee sting! Oh, wow! I just gave away our next three ONE-HOUR plots!!

I'm Walnutt Creek's Banker! When there were only a few People living here, I bought up all the property for a buck an acre! Now with this popular TV series being made here, I can sell that property tomorrow... for 50¢ an acre!!

I own the Saw Mill where Jowis Angels works! Jowis is always on time for his job... puts in a full eight hours... and never takes any lumber without paying for it! Know something? I don't trust that weirdo!

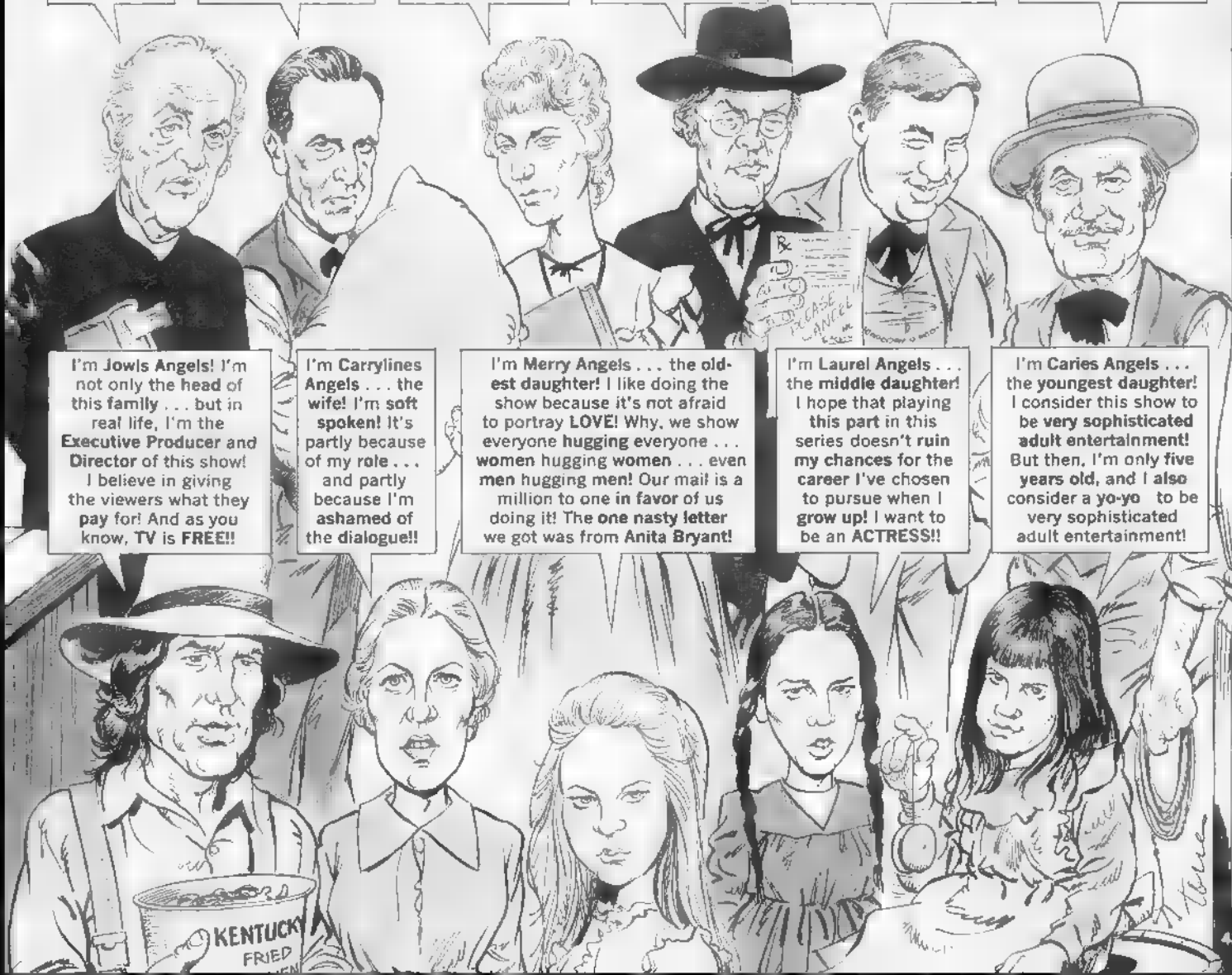
I'm Jowis Angels! I'm not only the head of this family... but in real life, I'm the Executive Producer and Director of this show! I believe in giving the viewers what they pay for! And as you know, TV is FREE!!

I'm Carrylines Angels... the wife! I'm soft spoken! It's partly because of my role... and partly because I'm ashamed of the dialogue!!

I'm Merry Angels... the oldest daughter! I like doing the show because it's not afraid to portray LOVE! Why, we show everyone hugging everyone... women hugging women... even men hugging men! Our mail is a million to one in favor of us doing it! The one nasty letter we got was from Anita Bryant!

I'm Laurel Angels... the middle daughter! I hope that playing this part in this series doesn't ruin my chances for the career I've chosen to pursue when I grow up! I want to be an ACTRESS!!

I'm Caries Angels... the youngest daughter! I consider this show to be very sophisticated adult entertainment! But then, I'm only five years old, and I also consider a yo-yo to be very sophisticated adult entertainment!





Good morning, dear family! Did everyone sleep well?

Oh, Dad, don't be silly! You know what's going to happen today!

We didn't sleep a wink just **THINKING ABOUT IT!**

Me, too!

I must admit that I, too, tossed and turned all night long in eager anticipation!

Just imagine . . . ! Today, we're all going out and **PICK WILD FLOWERS!!**

Merry . . . did you bring the scissors . . . ?

Laurel . . . did you bring the picnic basket?

Caries . . . did you bring the flower pots?

Jowls . . . did you bring the barf bags?

It sure is a bright, cheerful, clear, sunny day!

I'm going to pick this wild flower, Dad!

Before you pick that flower, Laurel, let us bow our heads and pray! "We thank Thee, Lord, for these lovely flowers, these magnificent trees, this beautiful moss, these gorgeous butterflies, those marvelous rocks—and be assured that we will thank You like this **EACH AND EVERY DAY . . .**"

Gee, Daddy! Look! It's starting to rain!

Before we each "Show and Tell" about all the wild flowers we picked yesterday, I want to announce the winner of the Class Composition Competition!

The subject was: "What Living In Walnutt Creek Has Taught Me" . . . and the winner is Rose Ann Kahn for her composition, "Now I Know What Death Is Like"!

Now . . . we will look at the flowers you all brought!

Miss Wells, there's no use looking at the other children's flowers! I brought the best . . . a dozen long-stemmed roses in a crystal vase!

Emmy Lou . . . the flowers everyone brought were supposed to be **WILD!**

Finding long-stemmed roses growing wild was easy! Finding crystal vases growing wild was a little harder!

Emmy Lou, the lesson to be learned from this little episode is: "Being rich does not make someone a better student!"

You'll also find \$20.00 taped to the bottom of the vase!!

However, a girl who is an outstanding student and just **HAPPENS** to be rich is **ANOTHER STORY!!**

What's all the giggling there?

Stupid Willie brought a corn for his flower

That does not make him stupid! He merely thinks an ear of corn is as attractive as a flower! You know the difference between a vegetable and a flower, don't you, Willie?

Oh, yes, Ma'am! If I bring in some butter and salt tomorrow, can we boil the roses?

What happened at school today...?

Emmy Lou got an A+ by giving the teacher \$20.00!

I'd rather you failed than get an A+ that way!

I DID fail!

Jowls... do we have an extra \$20.00 in the sugar bowl?



Let's not talk about school! Let's just eat! And remember... eat S-L-O-W-L-Y...

Because it's better for our digestion...?

No... because your Daddy has very little else to put into this one hour show! So far... this is the BIG scene!

Pass the bacon and beans...

Pass the ham and beans...

Pass the pork and beans...

Pass the bar-becued beans!

Pass the baked beans!

Pass the "Air-Wick"!



Pass the brains!

Pass the gizzard!

Pass the kidneys!

Pass the pupik!

Pass the steak!

Steak...?!? Yech! That's disgusting!

Pass the corn!

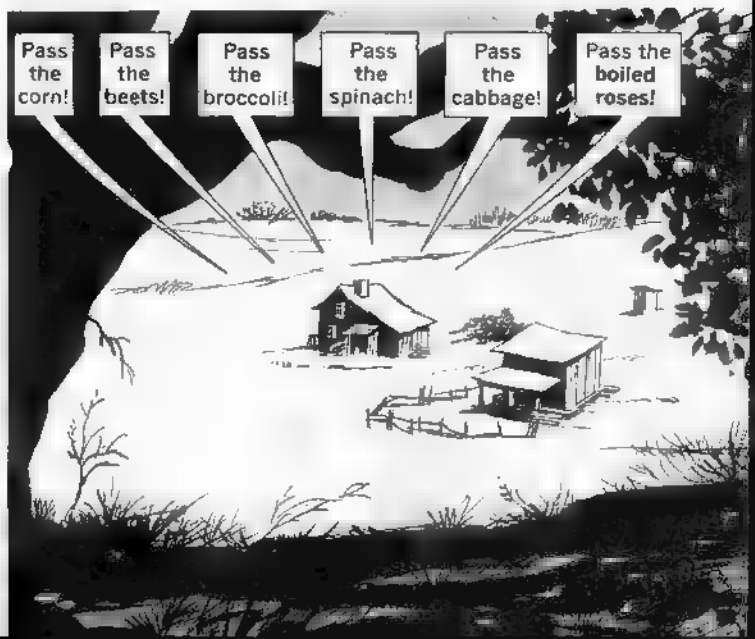
Pass the beets!

Pass the broccoli!

Pass the spinach!

Pass the cabbage!

Pass the boiled roses!



I'd sure like to thank you for inviting me to dinner!

Did you get enough to eat?

I didn't get **ANYTHING** to eat! I spent the whole meal passing stuff! But you sure are generous people to ask a perfect stranger to dinner!

Y'know, it plumb slipped my mind—but . . . why are you in our house?

I came here to rob the place!

. . . and bless the trees and the birds and the flowers and the rocks and the doggies and the pussy cats and the mice and the horses and the cows and the chickens—

Caries . . . you can go to bed now! You did enough praying!

Do you think God heard me?

I'm sure He did, dear! Lightning just struck the barn!



Pass the bacon!

Pass the eggs!

Pass the toast!

Didn't we just do this scene?

That was dinner! This is breakfast!

Well, this is it! I've got to go!

Oh, no . . . Jowls! Has the time come already!

I'm afraid so! We both knew it was coming and we prepared for it . . . but it got here a lot faster than we expected!

Then let me tell you that I love you . . . and I'll pray for you and your safe return!

Thank you! I get off work at 8 o'clock . . . and I should be home by the latest!



Yes, sir, Ranger, this is certainly a wonderful gift God has given us!

Crisp fresh air, sturdy oak trees, lush green grass, bubbling brooks!

But today, He has outdone himself! Here it is—July, and it's hailing!

Usually, it just rains when I start to pray!!

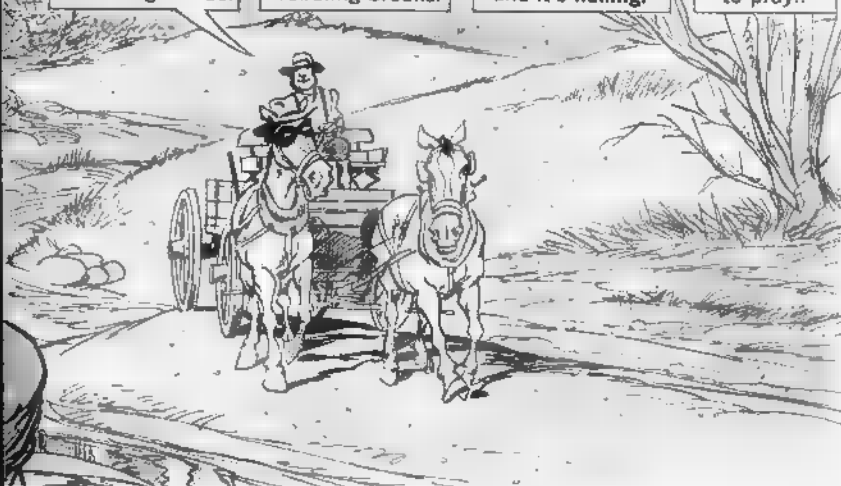
Whoa, Ranger! Excuse me for intruding . . . but can I be of some help?

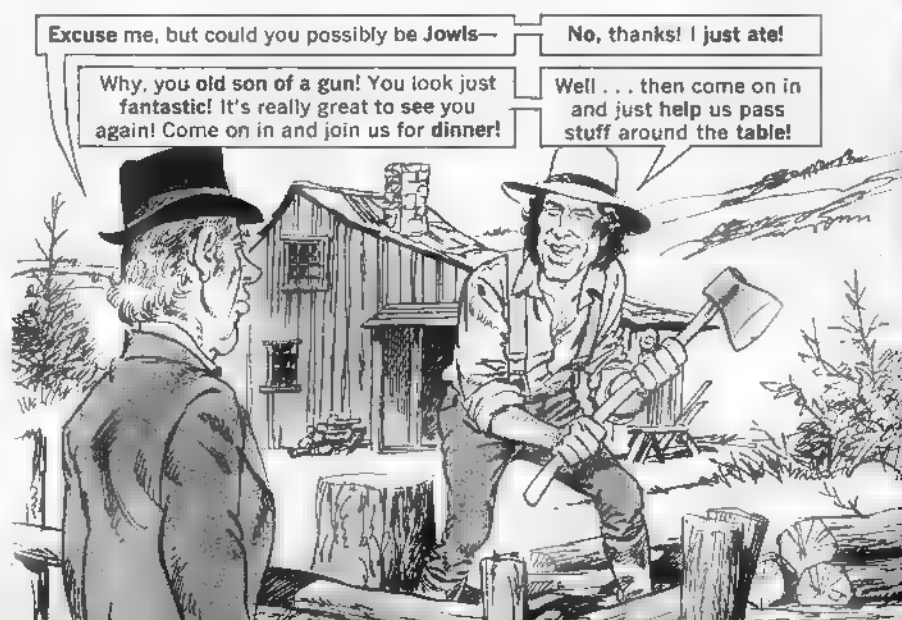
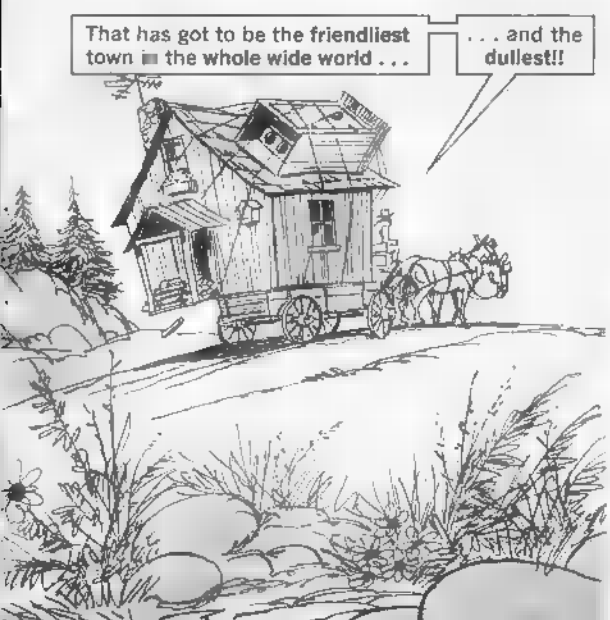
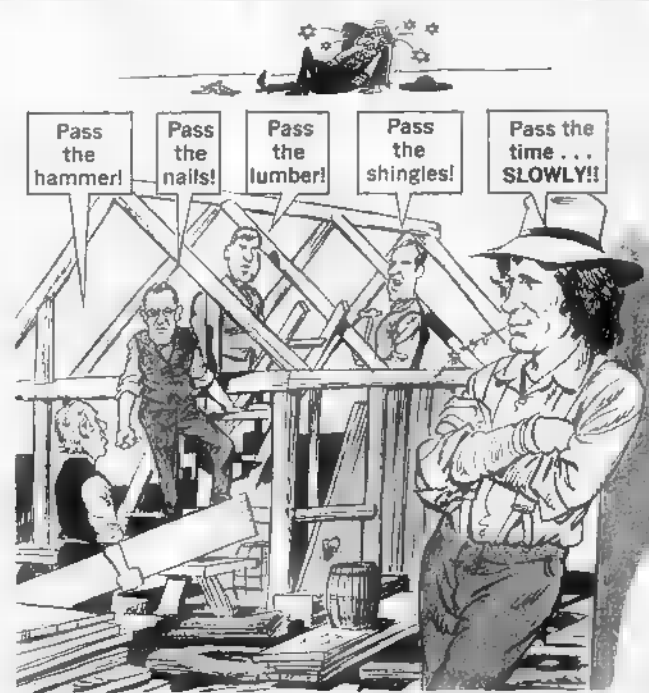
My—my house burned down!

Mister, in this town, that's no problem at all! We love to build new houses! It's so darn boring here, we often burn our houses down . . . just so we can all pitch in and re-build them!

But—

No buts! Just sit there!







Well, now!  
I haven't  
seen you  
since ...  
let's see  
... since—

Since  
never!  
I just  
got off  
the train!

What can  
I do for  
you? Can I  
build you  
a house?

No, thanks! I've  
been in town for  
three hours ...  
and I've already  
had two houses  
built for me!



Let me tell you  
why I'm here!  
I work for the  
"Minnesota Daily  
Press"! It's a  
Monthly right  
now! But we have  
high hopes!

Your oldest  
daughter sent  
us a wonderful  
story, and ...  
quite frankly  
... we'd like  
her to come to  
work for us!

But—  
but she's  
only  
14  
years  
old!

True! But she has  
a certain child-  
like quality that  
we're looking for  
... and our Editor  
is willing to  
pay a child-like  
price for it!



Well, now ...  
in this house,  
we always let  
our children  
make up their  
own minds in  
matters that  
concern them!

Merry, would you like  
to leave this house  
forever, break your  
Father's heart, and  
kill your Mother as  
if you'd used a gun!

The lesson to be  
learned by this  
little episode  
is: If you give  
a child her free  
choice, she'll do  
exactly what you  
WANT her to do!

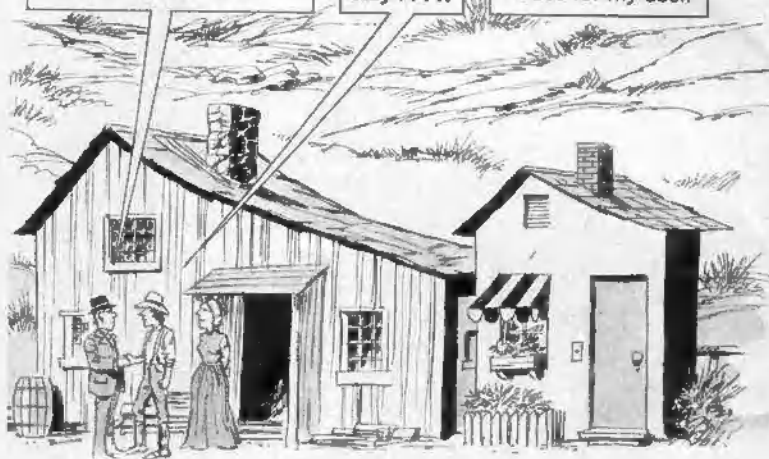
No, thank you, Father!



Well, I'm very sorry that  
Merry won't be coming to  
work for us ... and I sure  
appreciate your friendly  
hospitality, folks, but—

Are you  
sure you  
won't  
stay ... ?!

No ... but it was  
really great of  
you to add another  
room onto your  
house for my use!!



Well, you'll be sorry  
you DIDN'T stay here  
in God's own Heaven ...  
with the rich land and  
the bountiful forests  
and the strong trees!

I don't  
think God  
ever gets  
tired of us  
thanking  
Him for it!

Look, Daddy ...  
Coming this way!  
It's a TORNADO!

But, on the  
other hand—

Hello! I'm Michael  
Blandone! I bought  
this last panel in  
order to protest  
this unfair MAD  
Satire of our show!

It bears no resemblance  
to the real "LITTLE  
MOUSE ON THE  
PRAIRIE"! First of all  
it had more action in it  
than our entire new series!

But more important,  
it failed to stress  
the feeling of love  
and compassion and  
understanding I try  
to impart each week!

So ... if I ever meet  
the guys responsible  
for it ... I'm gonna  
punch 'em all silly!





**WHAT INFECTIOUS  
FOREIGN INVASION  
IS SPREADING  
IN EPIDEMIC  
PROPORTIONS  
AMONG  
AMERICANS  
LATELY?**

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every day, we are exposed to more and more foreign invaders. These run the gamut from exciting new products to depressing old diseases. Lately, however, a highly infectious import has taken hold in the U.S.A., and there's no sign of it being eradicated. To find out what it is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

**A ▶**

FOLD THIS SECTION OVER LEFT

**◀ B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

FOREIGN PRODUCTS, CONCEPTS AND DISEASES POUR INTO THE  
SOCIETY IN WHICH WE LIVE. MANY CAN SPREAD LIKE A CANCER  
WHILE OTHERS HAVE AN INSIDIOUS INFECTIOUS QUALITY  
BUILT IN THAT SOON AFFECTS OUR EMOTIONAL WELL BEING

**A ▶**

**◀ B**



**WHAT INFECTIOUS  
FOREIGN INVASION  
IS SPREADING  
IN EPIDEMIC  
PROPORTIONS  
AMONG  
AMERICANS  
LATELY?**



**FOLD PAGE OVER LIKE THIS!**

**A ▶ ◀ B FOLD BACK SO "A" MEETS "B"**



**ARTIST & WRITER:  
AL JAFFEE**

**THE  
SOCCER**

**BUG**

**A ▶ ◀ B**

STILL  
MORE



# SCENES WE'D LIKE TO SEE

(RAPUNZEL)

ARTIST & WRITER:  
DON MARTIN

